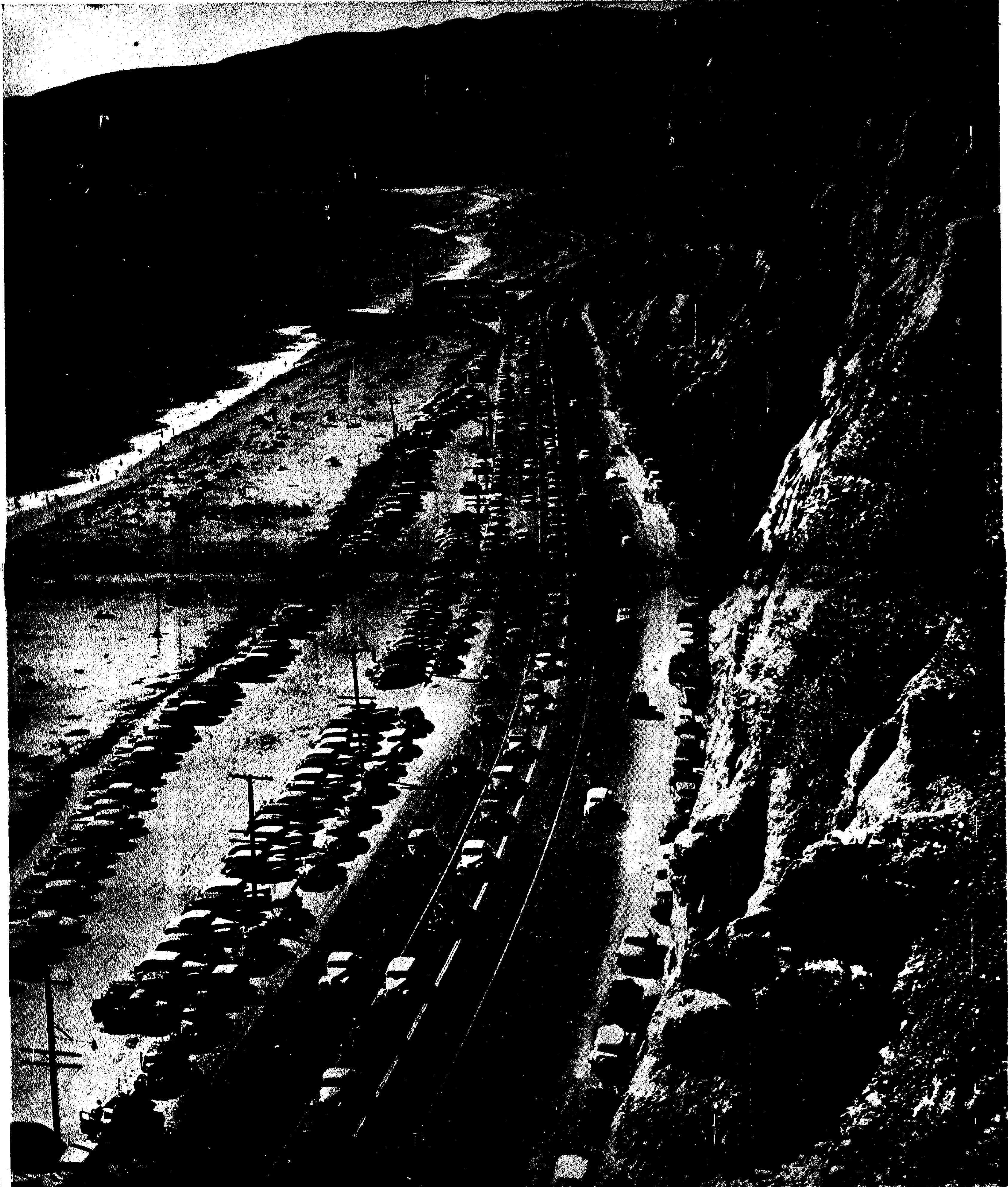


Press-Telegram

Southland

MAGAZINE
Section

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 23, 1949



IN THIS
Section

VOL. 2	No. 38
Homes	4-7
Gardens	9
Pictures	3-5
Cooking	8
Fashions	6
Automobiles	10-13

Member
PACIFIC SUNDAY
MAGAZINES
FRED TAYLOR KRAFT,
Magazine Editor

Automobiles move lazily along the highway at the base of the palisades in the Santa Monica area on a bright fall Sunday. Southland autumn days often

—Photo Courtesy Santa Monica-Ocean Park Chamber of Commerce.

are among the best of the year, filled with a happy quality that is a call to the out-of-doors, to loll in the warm sunshine and dream of many things.

O, it sets my heart a clickin'

Like the

Tickin' of a Clock*



Reputedly made for Marie Antoinette, the music box horse and warrior clock (left) is said to be 200 years old. Carved cuckoo clock with bronze weights is from Germany's Black Forest. Clocks are hobby-property of James E. Craft.

THE SWINGING of the pendulums, the calling of the cuckoos and the constant ticking rhythms of many hundreds of clocks, is the sweetest of all music to the ears of James E. Craft of 381 Panama Ave., Long Beach. His hobby over a period of years has been collecting and repairing old makes of clocks, and as he says, "making them tick is what makes me tick." His attachment for the collection is so intense that he claims it would take a fast-talking salesman to make him part with any one of the timepieces.

Just to give an idea of some of the clocks in his possession there are table clocks, bracket clocks, mantel, shelf, pedestal, wall and wagon-on-the-wall clocks and musical, chiming, calendar, equation-of-time and repeating clocks. They range from fine grandfather clocks in superb cases with chimes and many attachments down to the cheapest alarm clock. Most of them are "Made in America," although there are many of English, French, Swiss and German origin.

They naturally differ considerably in construction, being both weight-driven and spring-driven. The smaller clocks, particularly the French porcelain hand-painted type are spring-driven, but the larger clocks and all the grandfather clocks are weight-driven.

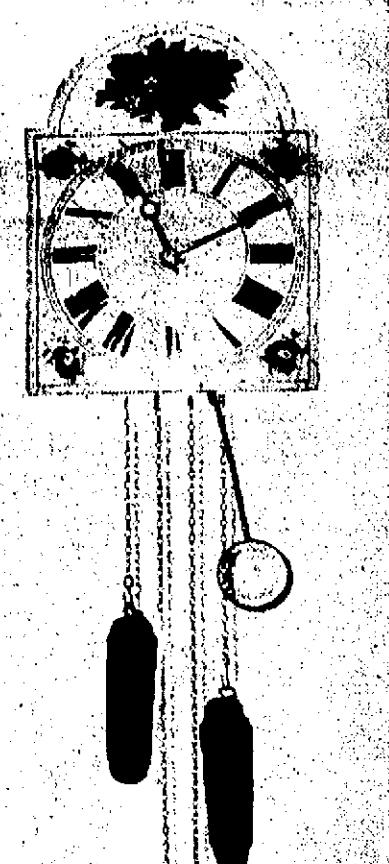
Craft considers that a watch

*JAMES WHITCOMB RILEY
"When the Frost is on the Punkin'"

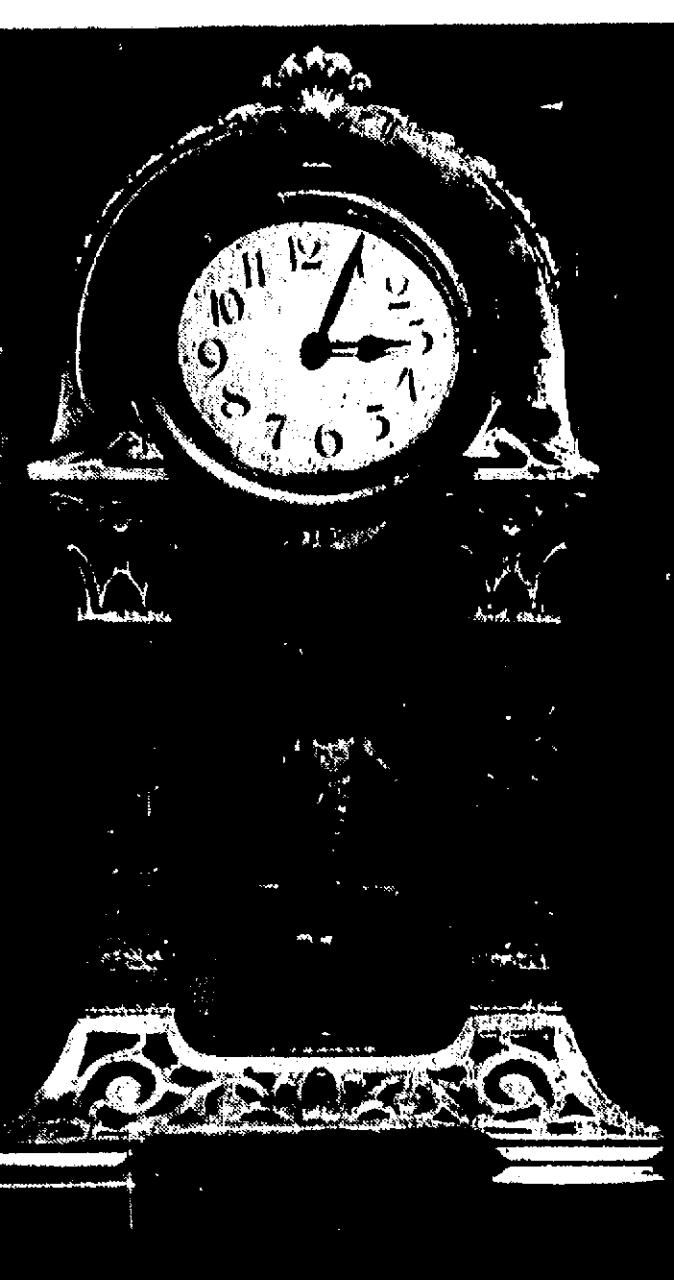
pheasants, leaves and hunting gun.

A clock consists of two parts: The case and the works or movement. Although it is often the case which first attracts attention and many a clock is sold simply through its appearance, Craft never makes a purchase without a thorough investigation of the all-essential part—the unseen movement.

Craft treats his clocks and watches only from the artistic point of view, never losing sight of their history, construction, care and behavior.



Wag-on-wall clock (above) has wood movement, face. It strikes quarter hours; intended for use by blind.



Crystal supports and silver-plated case hold the German-made works of "Dutch Boy" clock (left), put together by Craft for use on a movie set. French-made works with cast brass case form clock (right), approximately 100 years old.

Your nurseryman can tell



"The Princess and the Swineherd" is next production of Children's Theater, Oct. 29 and Nov. 5 at Ebell Theater. Above, Mrs. Jack Middleton, play's volunteer director, instructs characters: Mrs. Paul Johnson as the king, and Mrs. Robert Norris in role of Miss Prim.

Children's Theatre A Tot's Delight

By Lorraine Hoskins

OPEN WIDE the doors of a child's gift of imagination and you aid in guiding the child down a path toward happy, healthy thinking. All children love a story and what could be more delightful than to see a story unfold before them through the medium of the legitimate stage. It was with this in mind two years ago that a group of Long Beach women, many of them mothers, began working to provide for the children of Long Beach the experience of seeing a stage play especially designed to appeal to their youthful imaginations.

In the spring of 1947, under the leadership of Mrs. John Botsford, these women, including Mmes. H. J. Harris, Cleve Clayton, Norris Nesmith, William Davidson, Roy Brown and E. N. Palsgrove, began formulating plans for what was to become the Long Beach Children's Theater organization. The immediate need of funds to provide scripts, costumes, stage properties, places of rehearsal and an auditorium was alleviated by an appeal made to various women's organizations, social and philanthropic, to become sponsors of the Children's Theater. Response was gratifying,

children when carefully selected but there remained a definite lack in this city of legitimate drama particularly written, directed and presented for child audiences.

In the spring of 1947, under the leadership of Mrs. John Botsford, these women, including Mmes. H. J. Harris, Cleve Clayton, Norris Nesmith, William Davidson, Roy Brown and E. N. Palsgrove, began formulating plans for what was to become the Long Beach Children's Theater organization. The immediate need of funds to provide scripts, costumes, stage properties, places of rehearsal and an auditorium was alleviated by an appeal made to various women's organizations, social and philanthropic, to become sponsors of the Children's Theater. Response was gratifying,

children when carefully selected but there remained a definite lack in this city of legitimate drama particularly written, directed and presented for child audiences.

In the spring of 1947, under the leadership of Mrs. John Botsford, these women, including Mmes. H. J. Harris, Cleve Clayton, Norris Nesmith, William Davidson, Roy Brown and E. N. Palsgrove, began formulating plans for what was to become the Long Beach Children's Theater organization. The immediate need of funds to provide scripts, costumes, stage properties, places of rehearsal and an auditorium was alleviated by an appeal made to various women's organizations, social and philanthropic, to become sponsors of the Children's Theater. Response was gratifying,

children when carefully selected but there remained a definite lack in this city of legitimate drama particularly written, directed and presented for child audiences.

CHARINESE fantasy, "Land of the Dragon," was selected as the first production and after months of organizational work, the initial play with a cast of all adult women was presented under the direction of Mrs. Earl Schlosser; "Peter, Peter Pumpkin Eater," directed by Mrs. Paul Johnson, and the "Pied Piper of Hamelin," adapted from the Browning poem and presented under the direction of Mrs. Schlosser.

Rehearsals are now underway for this season's Children's Theater presentation of "The Princess and the Swineherd" with Mrs. Jack Middleton directing.

THE PLAYS continue to be cast entirely with women adult players and tryouts are open to anyone. The myriad of jobs necessary to accomplish production of a play are done by volunteer women and members of the Children's Theater organization, which has a limited active membership of 50. Rehearsals take place in the mornings three days a week for six weeks. Costuming and poster work is also being undertaken by the theater group

—Photos by Jasper Nutt.

Characteristic poses from "The Princess and the Swineherd" are assumed by Mrs. William Macrane and Mrs. Lawrence Kundis (above). The costumes which delight the youthful audiences are produced by theater members. In top photo (left to right) are Mrs. Robert Walker as court jester, and Mrs. Hans Kahn, Mrs. Ted Haverfield and Mrs. Sidney T. Exley Jr., all cast as ladies-in-waiting.

itself. Mrs. Cleve Clayton, president of the Children's Theater, succeeded Mrs. Latham Brightman, who was the second president. Mrs. Roy Brown was first president of the group. Credit for the interesting set designs of past performances goes to Mrs. Fritz Ruprecht. Special music effects were created by Mrs. Philip Powers, volunteer organist. Mrs. Lawrence Kundis is arranging the musical portion of the current production.

Children's Theater of Long Beach is a non-profit organization charging only a nominal ticket fee to cover essential costs of the performance. Low admission cost places the living theater experience within the reach of hundreds of Long Beach children who otherwise might not have the opportunity of developing an appreciation of the drama of the legitimate stage.

Lots of action, colorful sets and costumes, lively dialogue and story appeal combine to make the plays a beneficial stimulant to the child's imagination and may lead the way to appreciation in adulthood of cultural entertainment.

Youngsters from character education groups such as Bluebirds, Boy and Girl Scouts and others have largely comprised audiences of past performances. Provisions have been made to transport crippled children from Tichenor Clinic to the shows. It is hoped that forthcoming presentations of Children's Theater plays will reach greater numbers of Long Beach children in the 6-year-old and older age group.

Fashioned after similar theater groups in cities throughout the United States, the Children's Theater movement, which originated some time ago in the east, has taken root in Long Beach and is here to stay. It is representative of the many projects being undertaken by civic-minded citizens to provide a finer, happier community in which the children of Long Beach may thrive.



Hundreds of youngsters representing many character-building groups see the plays. Groups include the Bluebirds, like children in the photograph above.

REMEMBER:
CLARA DUDLEY
ALEXANDER SMITH'S
NATIONALLY KNOWN
INTERIOR DECORATOR
will be at the
AARON SCHULTZ
"UPTOWN ATLANTIC"
4321 ATLANTIC
MONDAY
2:30 P. M. and 7:30 P. M.
and
TUESDAY
2:30 P. M.
COME AND BRING YOUR
DECORATING PROBLEMS



British Columbia! Land to the north! Place of scenic beauty on every hand. Highways like one above, the Trans-Canada, lead tourists into this enchanting land. Mt. Cheam is in background.

New wonders unfold at every turn of the highway. Here is Anderson Lake, typical of many similar bodies of water which lie hidden in the back country. Snow-capped peaks wall in lake.



Streams are so inviting that fishermen cannot resist the temptation to pause and do a bit of fly fishing along the way. Here an angler tries his luck along the banks of the Stellako River.

* And then there's the coastline. Like that of California, Oregon and Washington—and yet so different! Tourists in the picture above find a dip as exhilarating as the scenic beauty.

Photos Courtesy British Columbia Government Travel Bureau.



"A joke? Okay, I'm listening." . . . That's what Julie, the daughter of Mr. and Mrs. Fred Roberts, seems to say.

"Say-y . . . this is good! G'wan." . . . What she hears seems to tickle Julie, in daring, off-shoulder dress.

"Wow! That's a yak! Joke, that is." . . . Julie, who's a little over year old, and personality plus, gets the point.

Six Rooms And A Pool

By Dorothy Killam

Swimming pools no longer are luxuries enjoyed by filmdom's elite alone, as one Long Beach couple has proved in building their Bixby Knolls home.

flowers to make it comfortable and attractive without making garden slaves of its owners.

Although the house has only six rooms, these are so well proportioned and arranged that a large number of people or just a few can be entertained with ease. The combination living-dining room, activity room and kitchen are all closely connected and the activity room opens onto terrace and swimming pool beyond.

THE master bedroom, guest room and den make up the other half of the house. Mr. and Mrs. Patrick drew their own plans and took them to a draftsman who made them workable.

The front door opens directly

ranged in numerous ways. A large round ottoman will comfortably seat about four people if four people should decide to sit on it at once. Even the coffee table can be pulled apart to make two smaller ones or put together to make a larger one.

A sliding door leads to the kitchen, half of which is devoted to work space and the other half to dining. Yellow and red paper in a rooster design decorates the wall at the dining end. Chairs are upholstered in red leather, matching the red-topped table.

WELL-PLANNED cupboard space makes this kitchen more efficient. A corner cabinet revolves, one cupboard has slots for filing pan lids, another for trays and cookie sheets and in one corner of the work counter is a cabinet for the electric mixer. Pans are placed on adjustable shelves where they are easy to get at and the dish cupboards between work counter and dining area open from both sides. Linoleum in a splatter pattern is gay.

A small sliding door between the serving counter in the kitchen and the snack bar in the activity room serves as a pass between the two rooms. The fireplace in the activity room is built in a floor-to-ceiling panel of pencil stone and walls are papered in a bamboo pattern. Windows across one wall look out on the terrace, swimming pool and lawn and a glass door unites indoors and outdoors.

Blue tile used on the swimming pool gives the water a cool color. Sun baths can be enjoyed on canvas cushions on the cement in front of a cement block and glass wind-break. Between the terrace and pool, lawn is planted.

LARGE corner windows in the master bedroom look out on the garden and pool. Draperies in a striking pattern of chartreuse, blue and violet can be pulled for complete privacy.

Extra large twin beds are pushed together and made up as one to resemble an oversized double bed. The spread is quilted fabric in the same pattern as the draperies, and bolsters stand against a shelf headboard during the day. At



Beauty and healthful recreation are attributes of the back garden of the pleasant home of Mr. and Mrs. R. W. Patrick. Blue tile trim around the swimming pool gives the water a cool shade of blue. Cushions are placed for sun bathing.



Mrs. Patrick displays cut glass, which she collects, in this shelved partition below a grille with fluted glass.

night, bed pillows are taken from cabinets in the headboard.

Reading lights are built into the top of the headboard over each side so that one may be used without bothering the person in the other bed.

Double chests are beautifully finished in a champagne color, walls are violet and chartreuse carpeting is grey. At one end of the wardrobe there was an empty space left after the heater was installed so Mrs. Patrick had it fitted with shelves for her shoes.

Between master bedroom and bath is a dressing room fitted with shelves, drawers, cabinets, mirrors and a dressing table. With so much storage space it is easy to keep things put away in their proper places. The bath is of green tile trimmed with maroon.

Mrs. Patrick uses the den as her sewing room. This room can serve both purposes since the sewing machine fits into a good-looking desk when not in use. Patrick also has his efficient-looking desk in this room. Plaid textured paper decorates the walls.

felt slip-cover conceals. It could be the footboard of an old bed from which the headboard has been removed.

Count on color and the fresh clean look of gingham rather than too many frills. The straight hanging curtains and dressing table skirt are easy enough for your daughter to make. Let her cover her own dressing table stool and work out her own ideas for pictures. Felt covers old frames handsomely when it's glued on all over them with strong glue. Both felt and gingham for mats custom-make the pictures for the scheme of the room.

A little slipper chair may have started a long career as a dining chair or even as a kitchen chair, but it's a prize with its legs cut down and a gingham skirted slip-cover of felt. Pad an open design chair back under the slipcover and add padding to make a more comfortable seat.

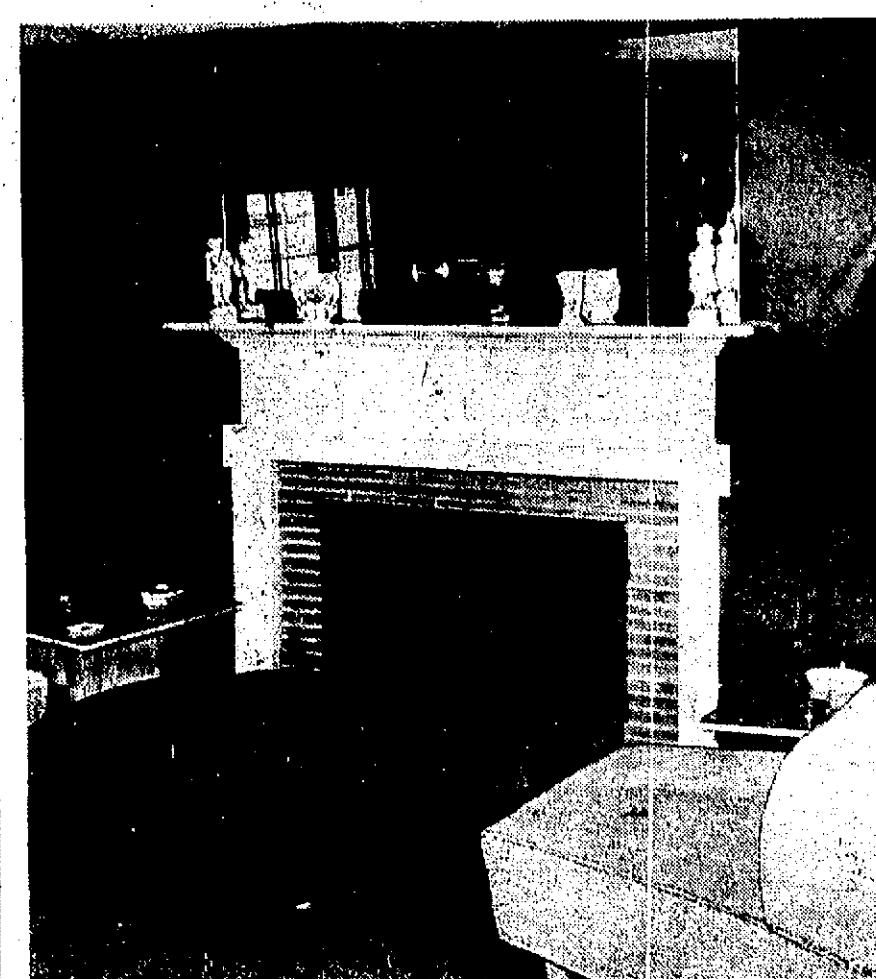
Wallpaper with a design worked out in red and yellow decorates wall of dining end of Patricks' kitchen.

With Gingham and Felt

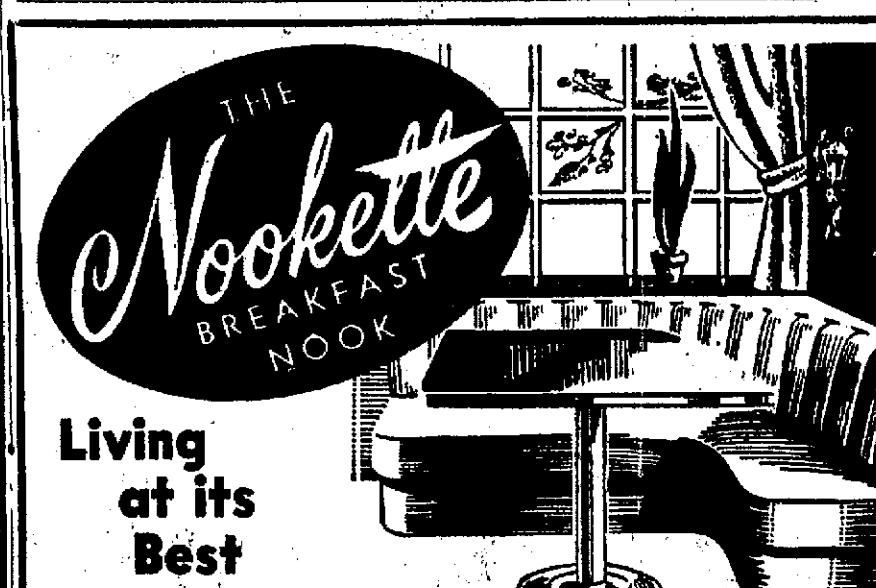
THE YOUNG girl in your family will thrill with pleasure if you make up her room in a style to please with bright young colors—for instance, bright red, blue or green and white gingham with matching bright felt for frills and furbelows. Not only are the bright colors young but they are smart, too.

To start, paint the walls white and use the simplest furniture to equip the room. A felt-covered frame for the window is the fanciest touch but it may very well be the one she likes best. Make the frame of plywood and plot its curves on paper first. Draw curves for half the top and then for half a side piece on sheets of paper that are half actual size, then follow the pattern on the wood with a scroll saw.

The bed headboard could be unfinished or a cut down ugly affair that a neatly tailored



The wooden trim of the mantel is painted white, like rest of woodwork, to contrast with green walls.



Living
at its
Best

Built to YOUR SPECIFICATIONS . . . with the finest materials and craftsmanship available . . .

Custom Built and Built for Comfort

Choice of Colors . . . Liberal FHA terms

Office and Showroom Open Daily 8 a. m.-5 p. m. Sat. till 12 m.

For Free Estimate Call 7-2198

White FIXTURE COMPANY
1013 E. ANAHEIM



Bolsters are placed against a shelf headboard by day and pillows are taken from headboard cabinets for night. Twin beds are placed to make up like one.

Lawn and garden in front of the Patrick home are just sufficient to landscape the home and the grounds but not enough to make garden slaves of the owners.

AARON SCHULTZ

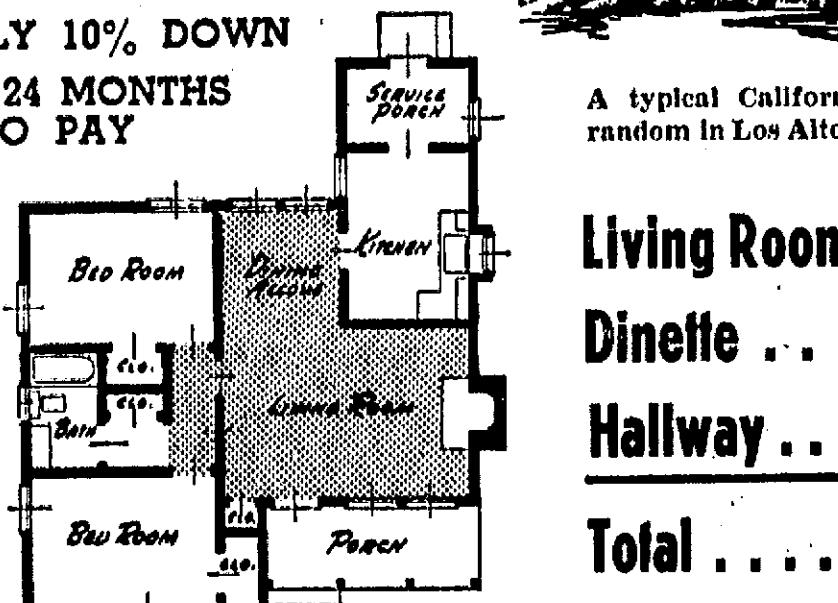
**Will Carpet These Two Rooms and Hall
FROM WALL TO WALL**

FOR ONLY

\$269.50

PAY ONLY 10% DOWN

TAKE 24 MONTHS
TO PAY



A typical California home chosen at random in Los Altos Manor, Long Beach

Living Room . . . \$175.00

Dinette . . . 64.50

Hallway . . . 30.00

Total \$269.50

Completely Installed

Yes, we can carpet these rooms from wall-to-wall with an exciting new Axminster carpeting for only \$269.50. This is the TOTAL COST . . . INSTALLED . . . with high quality waffle pad and using the new tackless method of laying. This is a typical California home, with average room dimensions, no doubt similar to your own . . . so you, too, can enjoy luxurious wall-to-wall carpet . . . AND at low cost! Before you invest in ANY carpet stop in an Aaron Schultz store . . . see the distinctive creations of America's foremost makers of better carpets. Lovely Friezes, Axministers and embossed Wiltons . . . in scores of brilliant patterns and colors. You'll find us specially equipped to assist you in selecting and planning your decorative scheme. Friezes, Wiltons slightly higher. ve scheme. (Friezes, Wiltons slightly higher.)

EXCLUSIVE CARPET SPECIAL!

THE NEW "MARSEILLES," A LOVELY CARVED WILTON MADE BY MOHAWK EXPRESSLY FOR AARON SCHULTZ . . . IN GREEN, MAUVE, GREY OR BEIGE . . . AUBUSSON PATTERN . . . 9 OR 12-FOOT LENGTHS . . . NOW, Yd. 9⁹⁵ REGULAR \$13.50

TELEPHONE 7-6455 OR 40-5431

**Aaron
Schultz Furniture of Quality**

• FOR OVER A QUARTER CENTURY

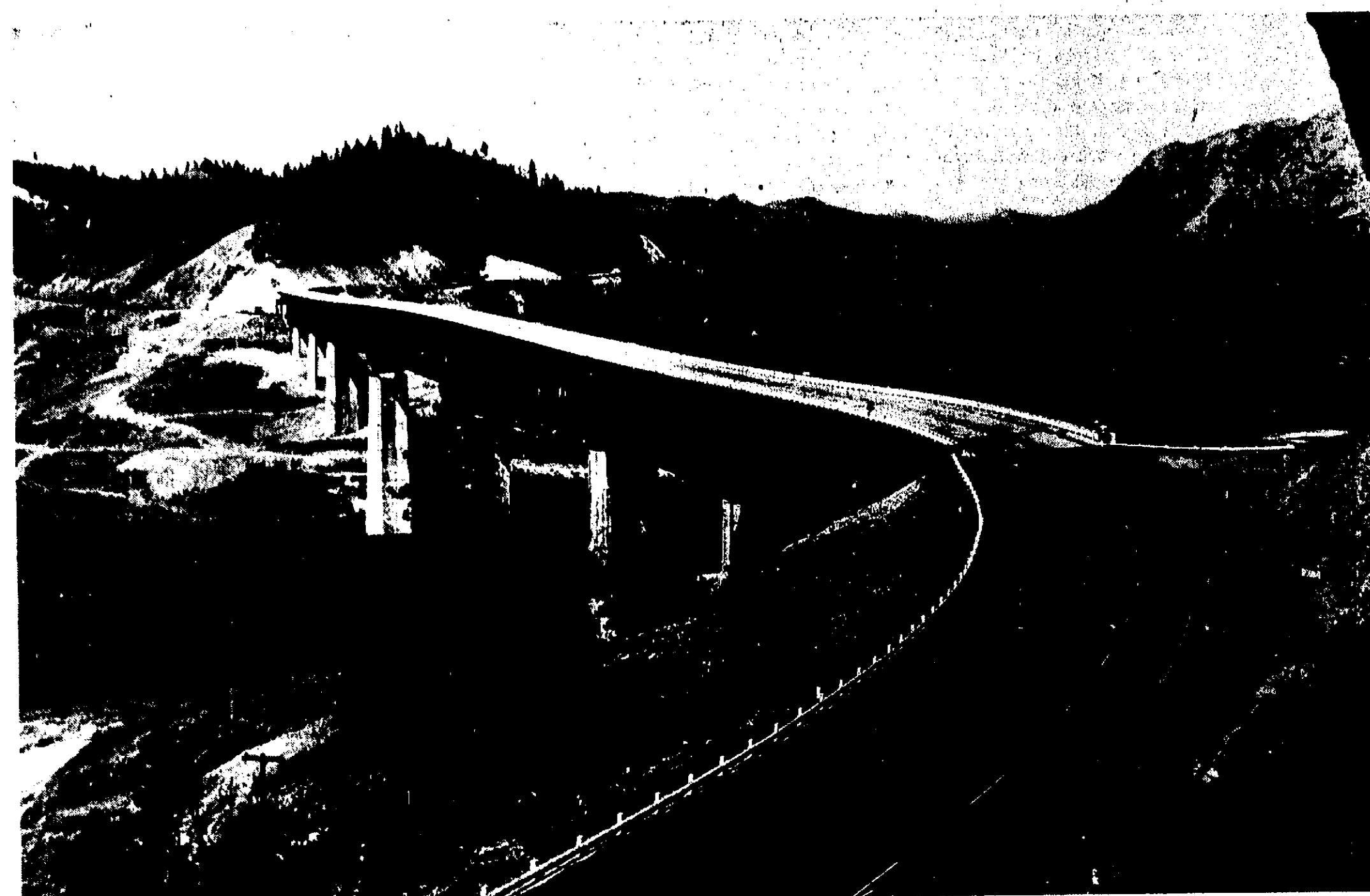
★ UPTOWN ATLANTIC
4321 ATLANTIC AVE.

★ DOWNTOWN STORE
317 AMERICAN AVE.

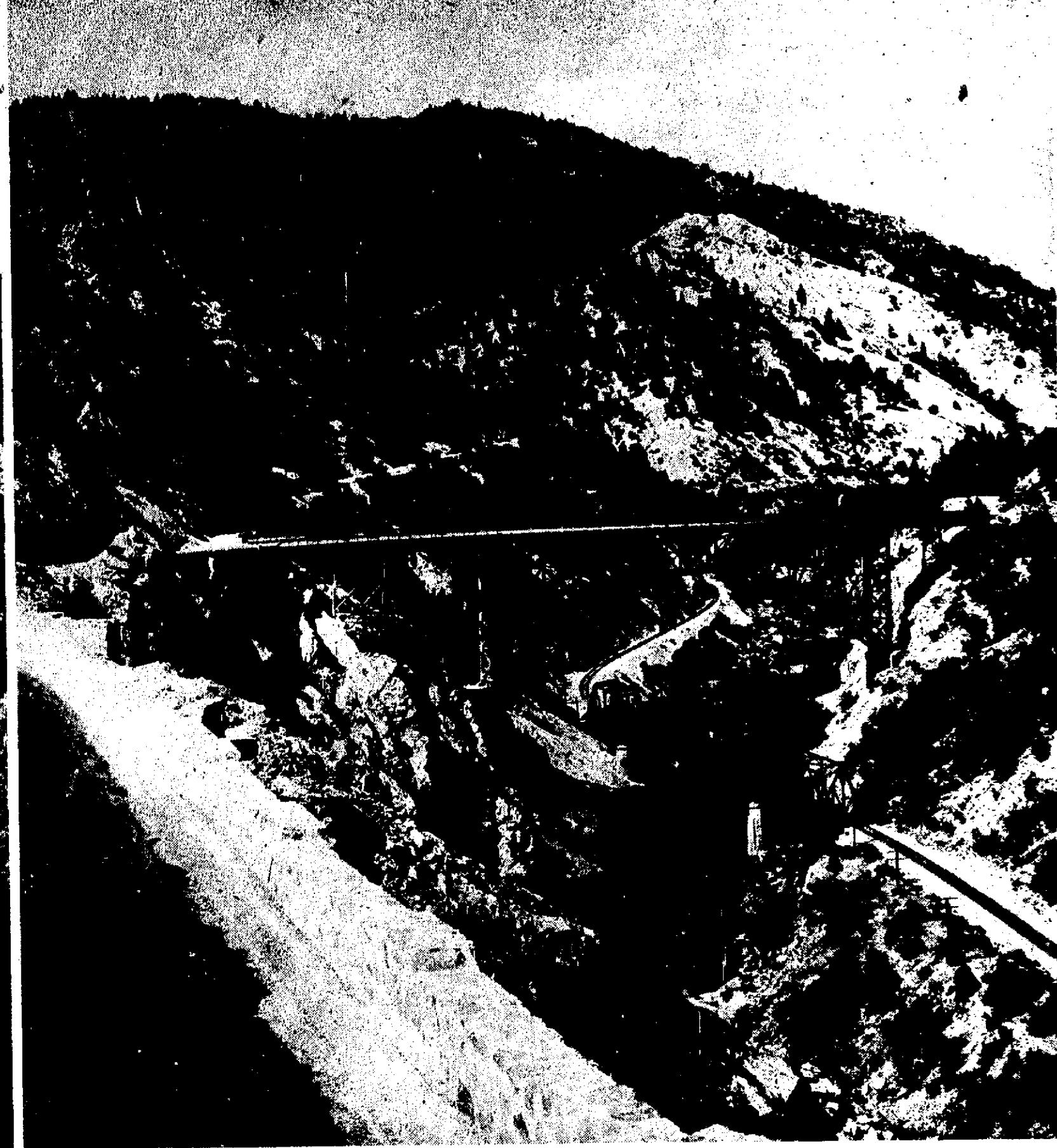
ALSO IN ANAHEIM AND BELLFLOWER

California's Colorful Bridges

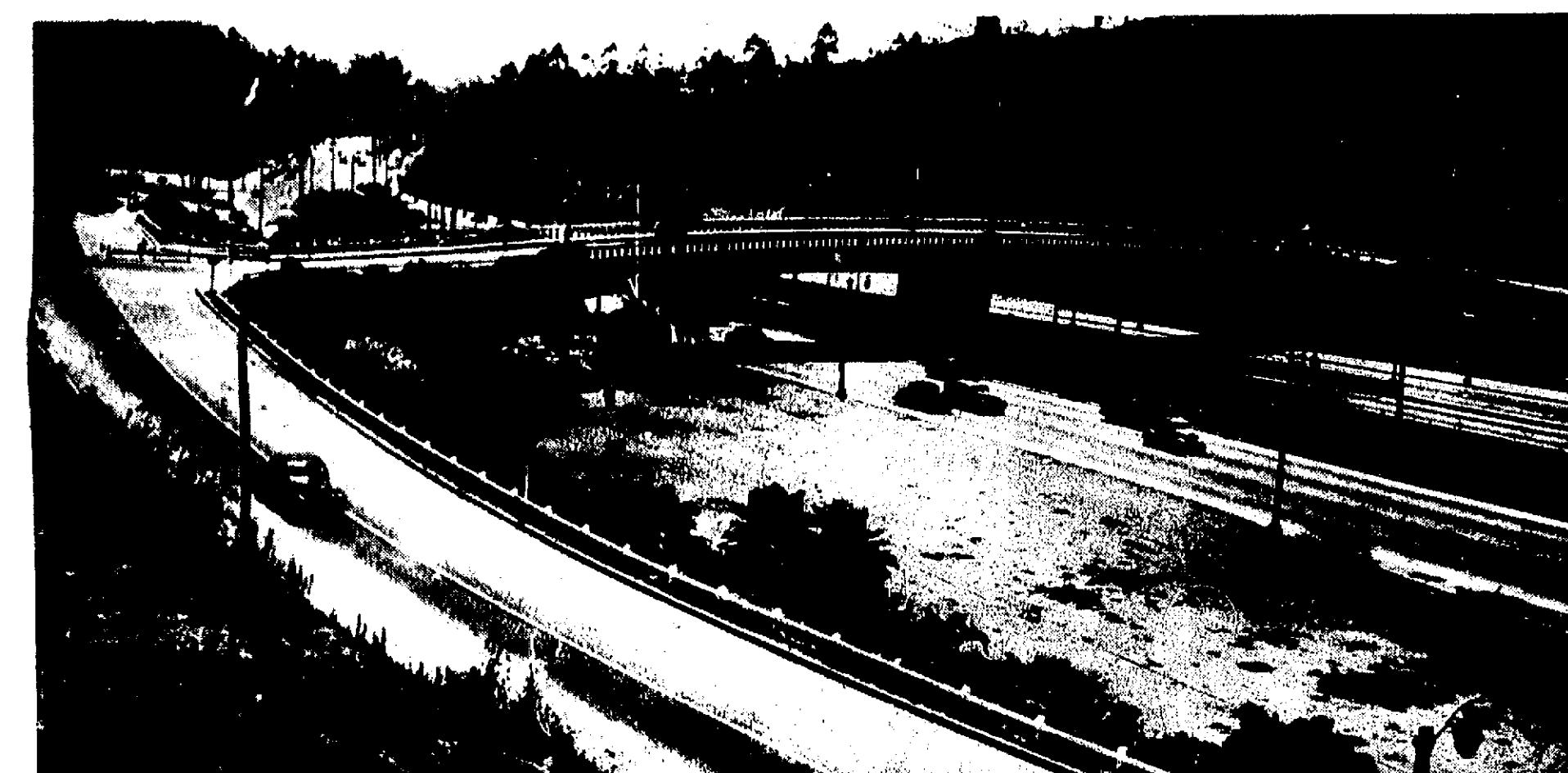
Stately bridges are among attractions which delight the eyes of motorists as they tour auto routes of the nation. Pictured on this page are a few of California's highway spans chosen for size, beauty.



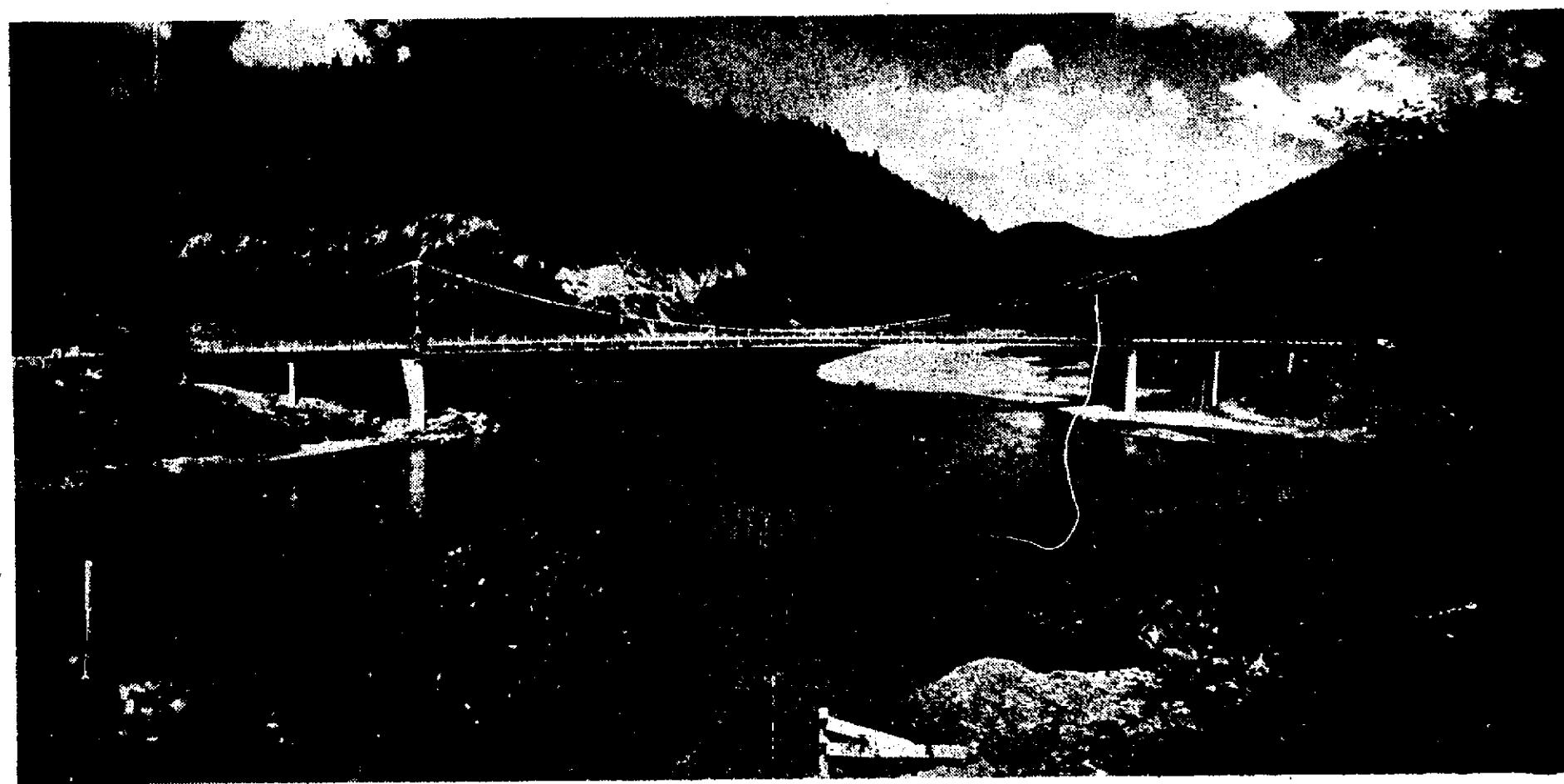
The Pit River in Shasta County is spanned by this four-lane structure that rears its giant shafts and roadway to breath-taking height above the level of the water below. The river valley lies far beyond.



Like criss-crossed lace of steel, the Pulga Bridge on the Feather River Highway crosses far above the more earthbound span of the Western Pacific Railroad.



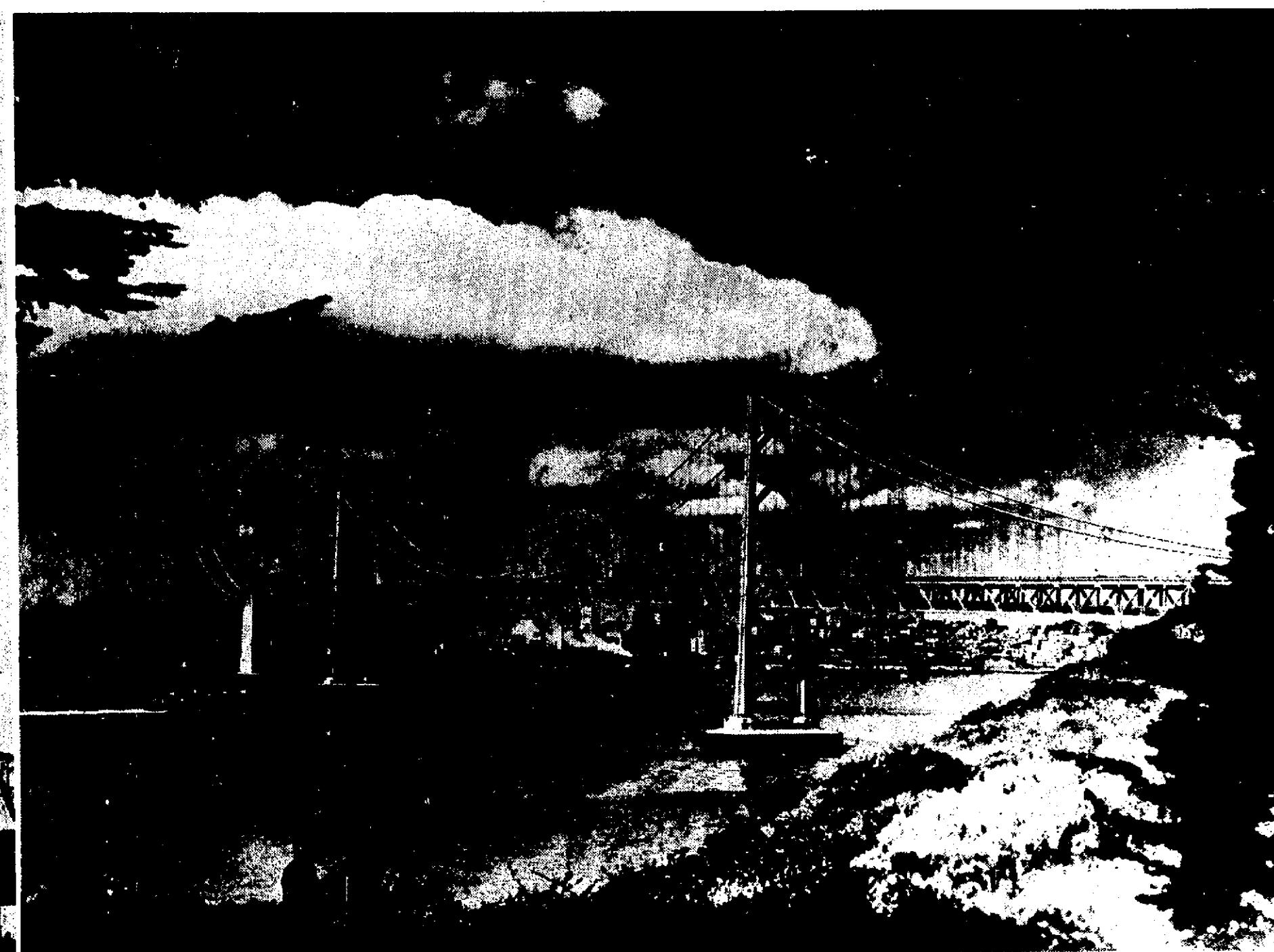
—Courtesy California Division of Highways.
Less spectacular than some of state's bridges, the one above in Cahuenga Pass assumes big proportions only when viewed as part of the huge project that is the freeway through the pass.



The Klamath River no longer was a barrier to traffic after this long span was flung across the stream at Orleans. Sky, hills, stream and bridge combine to provide a picture of beauty.



—Photo by Charles Tally.
Commodore Heim Bridge, close at home, rises majestically to leap channel that separates the mainland and Terminal Island at one end of freeway between the port area and Los Angeles.



Spectacular in every sense of the word are the giant Golden Gate and Oakland Bay spans in San Francisco. The Oakland Bay Bridge is shown. City of San Francisco rises in background.

On the College Campus



A sunburst of tiny inset fagotting designs circle the jewel neckline of this soft fall blouse designed by Stephanie Kort. Fabric is worsted wool jersey which, this year, will be the foremost in all of the important separates collections.

Mother was a freshman—Young version of Mother's two-piece dress (right) is of corduroy with striped jersey blouse. The gored skirt is topped by a double-breasted cut-away jacket with silver circus buttons. It's by Saba.



HERE'S AN IDEA

Bathroom Decoration

By Peggy Sewell

MR. AND MRS. HUGH R. ROGERS of 1234 E. 55th St. have a long, narrow bathroom. It is very small, very efficient, and very compact. Yet, unlike most bathrooms of its size, it has a definite character and personality of its own.

Decorating a bathroom is a challenge to most home decorators and Mrs. Rogers met this challenge with startling originality and clever simplicity. The result is a room which will be remembered for its simple artistic treatment.

The walls, the ceiling, and the fixtures are all sparkling white. In direct contrast, the floor is covered with black asphalt tile. The only decoration is an underwater scene painted on the two walls above the tub. It is this scene which gives the room its distinction.

By using ordinary enamel, Mrs. Rogers blended the basic colors of red, yellow, and blue into a delightful composition. She painted waving plants in shades of green and tropical fish in golden hues. Streaks of

pale blue were added in strategic places to complete the illusion of a glimpse into underwater life. The effect of

these vivid colors against a background of black and white is indeed dramatic and effective.



Jasper Netter Photo.

Ordinary enamel was used effectively to paint underwater scenes on two walls of otherwise white bathroom.

Camera ANGLE

By The Shutterbug

ONE OF the surest methods of making natural, lifelike snaps of your friends is to picture them while at work—engaged in their actual jobs or in some hobby or home activity to which they are devoted.

The reason that pictures of this type work out well is, of course, two-fold. For one thing, your subject is far less likely to be camera conscious when doing some common, everyday chore. A second point is that a subject's activities help to tell something about him.

Pictures of people at work should be made at close range, generally speaking. A close-up, of course, provides a "big" picture of your subject. And it helps to show clearly what he's doing. So for pictures of this type, shoot from 4 to 10

feet away. Or 6 to 10 feet away if you're using a fixed-focus camera such as a box camera.

There's no problem in posing your subject for pictures of people at work. Their natural working position will take care of the pose automatically. This is true whether you're picturing mother engaged in clipping the garden hedge, dad as he paints a screen, or your high school brother polishing the car.

It's equally true of pictures indoors—mother rolling out the crust for a pie or Dad as he fixes a broken lamp plug.

But while posing is easy it's wise to look beyond your subject. By doing this you can check the background and make certain that it includes no elements which will mar your picture—telephone wires,



Pictures of people at work will be among your best snaps. Plain background helps make subject stand out.

scrappy bushes, trees which appear to sprout from your subjects. Pictures of people, are always best when all attention is concentrated on the subject with no distracting background details.

THREE was no vacation in the photo industry just because the most of the rest

of us took one. This becomes quite evident when we wade through the news announcements of new developments, products and books. From the mailbag, then, here is one item that may prove useful or interesting.

A new, low-priced flash shield that will fit all types of flash gun reflectors is being marketed by the N-A Standard Products of New York. This plastic diffuser has a rubberized spring clip and adjustable bar to compensate for any type of reflector, deep or shallow. One thumb screw holds both bar and diffuser in position.

FOR THOSE with sensitive skins, a lotion called asterna might be the answer. This is spread on the hands and rinsed in cold water before tackling the photo solutions. It is removed with hot water and soap. This will indeed be a boon to those dark room addicts who "can't touch the stuff" because they are allergic to certain chemicals.

For lens lovers there's a cleaning aid designed to banish moisture. At this time of year when a camera is brought from the cold outdoors to the warm indoors, moisture can condense on the lens. Plus a fingerprint, this can collect dust and air gasses. Along comes a liquid coating to end all that. They say put one drop of this stuff, siliconize, on the lens and polish it in with lens tissue. It likes the glass and hangs on tightly, but it doesn't like moisture and repels it. Being choosy like this is good—for the lens.

GEORGE JEWELL BAKER, who was a recent judge at a print competition of the Long Beach Camera Guild, is to conduct classes in photography at 8 o'clock on Tuesday evenings, beginning Oct. 25, at Knolls Camera Shop, 4280 Atlantic Ave. He expects to stress negative and print techniques, inspection development, and his high light printing system, all of which he declares are a bit different from anything taught by any other instructor in the country. Baker has been with the Fred Archer School of Photography and writes on photography for the national magazines. One of his articles appeared in the October number of Popular Photography.

LONG BEACH CAMERA GUILD will have an interclub color slide competition with the Circle of Confusion Camera Club of Whittier in the Alamitos branch library, 1836 E. Third St., Oct. 26 at 8 p.m. Seventy slides—35 from each club—will be entered. Many slides to be exhibited have won in national color salons. Local judges will be Frank Lindgren and Fred Gilmore. Harold Larsen, president of the Long Beach club, will preside.

Cleaning Furniture

IFCOURSE you can wash the wood parts of furniture with soap and water. Why not? Because cleaners and polishers work so well most of the time the question of whether or not soap and water should be used at any time is often asked. If furniture has been stored—if dust and soot is persistent—even if you just aren't satisfied that the furniture is clean—wash wood parts with a damp cloth and bland soap. Be sure the soap is mild, use very little water and wipe off the wood immediately. Don't be afraid to apply elbow grease because finishes are usually pretty hardy and the color may be clouded more than you think. It's the wood parts of upholstered furniture that often need washing most. Avoid harsh or abrasive soaps, however.

Food for Life

Asparagus beds started from seed will begin producing well almost as soon as a bed starts from roots. A bed in rich, deep soil will last a lifetime.

Exiting Gifts
VICU-MASTER
STEREO STORIES
Illustrated with full color pictures that "come to life"
IN
THREE DIMENSIONS
Children's stories illustrated with full color stereoscopic photographs mounted in seven-scene View-Master reels. Grand gift for every child.
• FAIRY TALE REELS 35c, 3 for \$1.00
• WILD ANIMAL REELS 25c, 3 for \$1.00
• CHRISTMAS STORIES Pocket of 3 Reels, \$1.00
• BIBLE STORY REELS 50c each
• HOLY LAND REELS 35c, 3 for \$1.00
• VICKI-MASTER \$2.00
STEREOPHOTO

Schinnerer's
9 PINE AVENUE

TABU

Lipstick and Cologne laden with the
"forbidden" fragrance

Luscious smooth lipstick TABU in nine
"forbidden" reds: SINGAPORE . . .
sparkling true red; HAVANA . . . exotic
red whispering of blue; BARCELONA . . .
vivacious red; BOLIVIA . . . dark,
daring red; RIO . . . laden with fuchsia;
HONOLULU . . . perfect with your
navies and black; ARGENTINE . . .
suited deep red; BERMUDA . . . light
red. \$1.50, plus tax.
TABU COLOGNE—devastating, indeed,
for it is quite a bit more potent than
you expect a cologne to be. And very
lasting! From \$2.00 to \$18.00, plus tax.

Dance
PARIS • NEW YORK

**Visit
Recombed
THE WESTERN SHOP**
615 PINE AVE.
The Press Magazine Shop, Los Angeles
EVERYTHING WESTERN
COWBOY BOOTS & HATS
WESTERN WEAR
RIDING EQUIPMENT
SILVER BUCKLES
BUCKLE & WATCH STRAPS
LEATHER GOODIES
WILDFOLK HANDGUNS
INDIAN JEWELRY
SANDALS & MOCCASINS
WESTERN GIFTWARES
10 KIDDIES' CLOTHES

WHEN SLEEP WON'T COME AND YOU FEEL GLUM

Try This Delicious
Chewing-Gum Laxative

When you roll and toss all night—feel
headachy and just awfully because you need
a laxative—do this...

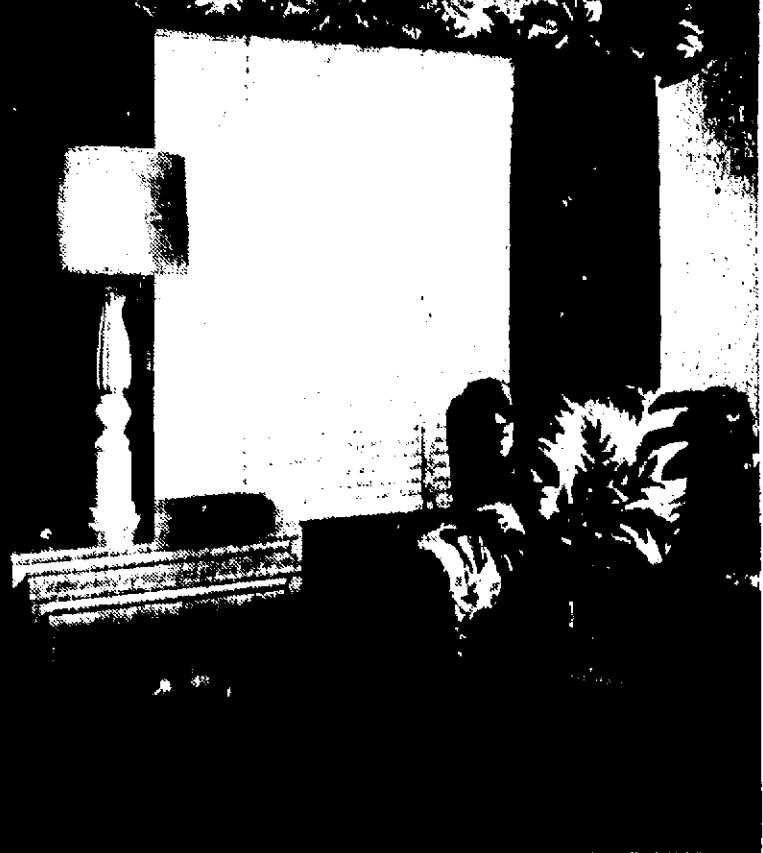
Chew a few pieces of this delicious chewing-
gum laxative. It contains a special medicine "nerves" the stomach.
That is, it doesn't act while in the stomach,
but only when farther along in the
lower digestive tract...where you want it
to act. You feel fine again quickly!

And scientists say chewing makes
medicine more effective...so it goes gently into
the system. Get a jar of this delicious
drug counter—25¢, 50¢ or only... 10¢.

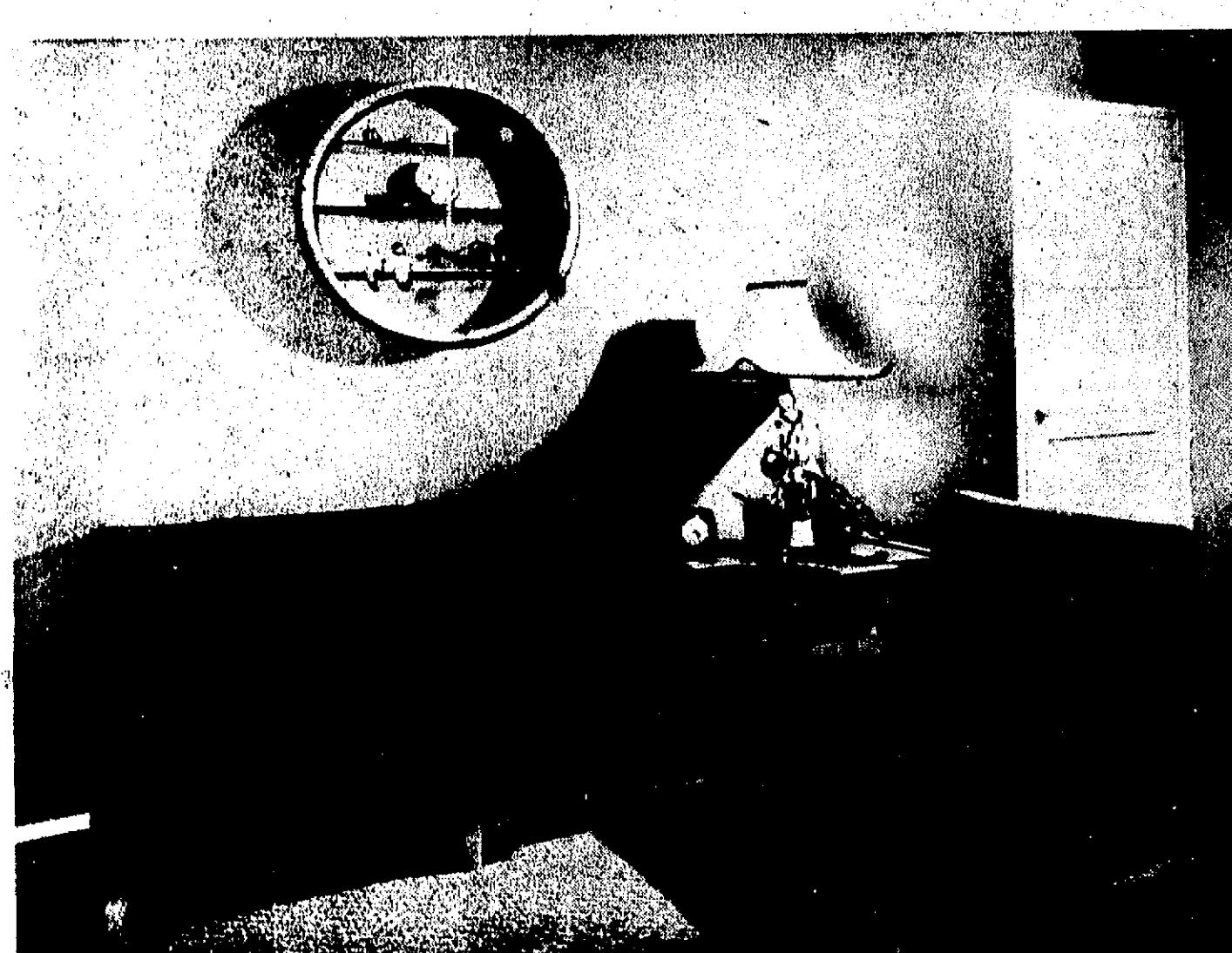
FEEN-A-MINT
FAMOUS CHewing-GUM LAXATIVE

SQUARE DANCE DUDS

Accessories from CHINA



Valances styled in a Chinese motif to harmonize with room's accessories were upholstered by Mrs. Demler.



Oriental accessories point up the home of Mr. and Mrs. Edison Demler. A green living room sectional is placed for viewing television at opposite end of room.

THE CHINESE accessories which point up contemporary furnishings in Mr. and Mrs. Edison Demler's home at 287 Covina Ave. are authentic pieces brought from China by Mrs. Demler's parents who were living there when she was born. In fact, a lovely silver tea set of plump teapot, sugar bowl and cream pitcher which graces a shelf in the dining room was given to Mrs. Demler by a friend in the Orient when she was born.

The color scheme of various values of green contrasted by rose hues which Mrs. Demler has used in the living room and adjoining dining room accounts for much of their beauty. The Demlers did much of the painting themselves—buying ready-mixed paints but adding color to some of them to get the desired hue.

The ceiling and one wall in the living room they painted

By Althea Flint

cyclamen pink and the other walls a leaf green color for contrast. Carpeting is a lighter value of the same color. A sectional couch, two chairs and pull draperies are also various shades of green. All these variations of the same color were carefully chosen to compliment one another—there is no clashing of inharmonious hues.

CORNICE boxes are shaped to resemble Chinese pagodas. Mrs. Demler had them cut and then covered them herself with a leaf-print fabric. She used this same material to upholster a chair. This chair and another which she covered in green to match the draperies are grouped with a nest of tables before the large front window.

A deep mahogany television

cabinet of restrained Oriental design is placed at the far end of the room. The sectional and chairs are grouped to offer their occupants a comfortable view of the screen but avoid a stilted, theater arrangement.

Over the television set are grouped several beautifully painted plates which Mrs. Demler's folks brought back from China. A hanging shelf is hung with these plates. A gold fish swimming in a goblet and a Chinese brass bell hanging from a carved teak base are other interesting accessories.

In the dining portion of the room, which can be partially shut off by louvered doors, the windows are treated the same as those in the living room only. Mrs. Demler covered the valances in plain green fabric like the draperies instead of with the patterned material used in the living room.

The good-looking chairs were ugly oak ones until Mrs. Demler upholstered their backs and seats with a brown-and-white and green-and-white leaf pattern. A rattan table is appropriately used for dining. Over the ceiling light is hung a Chinese lantern with patterned silk panels.

THE BEDROOM hall was given a lift when the Demlers had it papered with a pink-and-white, vertical-striped pattern. A canyon pink color which blends with the pink stripe in the hall paper is carried into the room of the two Demler girls where it is used on two walls. The other two are papered in a storybook pattern. Rae, 8, and Bonnie, 5, have twin beds covered in turquoise-checked spreads trimmed with white organdy ruffles.

Wooden scalloped valances on which stuffed animals sit, top white ruffled curtains. A glass door opens onto a paved court yard. Pink shag rugs on the floor are a size which can be washed in the washing machine.

An extra bedroom has been decorated so it can serve as both guest room and den. Its studio couch is slipcovered in a floral pattern so it can double as a bed. Wallpaper in a woven grass pattern, a bamboo roller blind, pull draperies in a hibiscus design like the slip cover, and a grass rug contribute to the tropical motif.

and sold it to the then Duke of York, in whose family it remained until the middle 19th Century. It disappeared at that time not to reappear until the third decade of the 20th century when it was purchased in New York by an American of wealth and taste.

History credits Charles II as presenting his favorite, Nell Gwynne, with such a bowl, and these might well be the identical pieces.

Whatever legend might be fact, is up to the imagination of the reader. Both are plausible. The fact remains, it is a rare and beautiful silver piece, a credit to the discriminating taste of its owner.

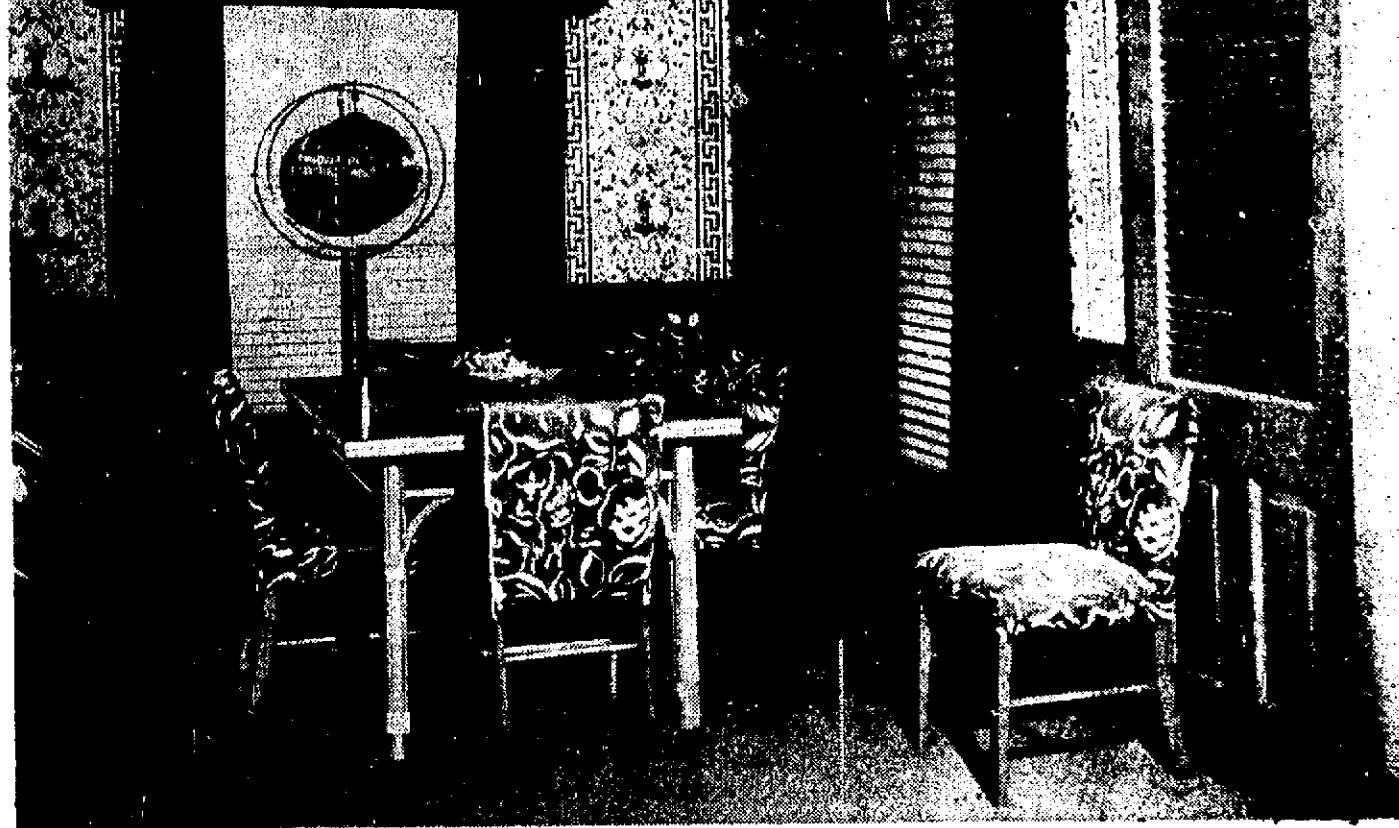
Rosenberg is displaying the Canterbury Bowl in the Delmar Hotel Bldg., Ocean Blvd. and American Ave. during this week for the pleasure of those interested in viewing it. It may be seen from 10 a.m. to 7 p.m. each day.

LEgend has sent us this story: Brian Boru, the mightiest King that ever trod a shamrock, vowed a pilgrimage for himself and his court to the Tomb of St. Patrick if his beloved should recover from a well-nigh fatal fever. The lady recovered but in recovering, her contemplation of the spiritual was so strong that she forsook the pilgrimage, accompanied by Bridget, then Abbess of the Convent of St. Anne.

In keeping with his oath, Brian and his court made the pilgrimage. The central panel of the Bowl denotes the outset of this pilgrimage.

There is a record of such a bowl being made for King James II, celebrating his accession to the throne. After the battle of Boyne, the bowl is supposed to have been carried to the Governor's palace in Belfast, where it remained until the secularization of Ireland by Cromwell and his Roundheads. The bowl disappeared at this time, not to be heard of again until it was smuggled from revolutionary France by an impoverished noble, and sold in London to a silversmith.

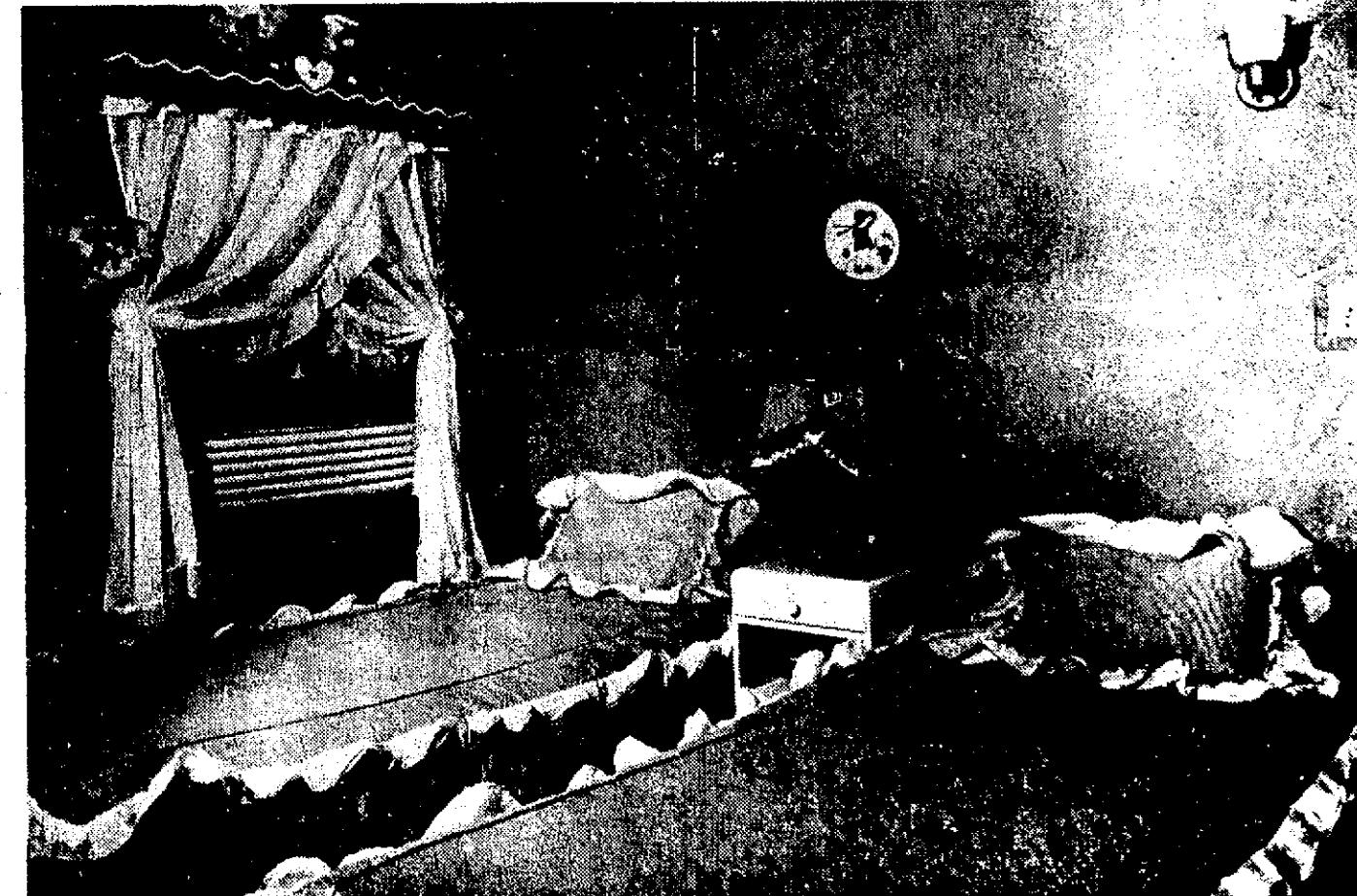
The silversmith renamed the bowl the "Canterbury Bowl"



These handsome dining room chairs were unsightly oak pieces until the seats and backs were upholstered by Mrs. Demler in fabric which has a leaf design.



White shutters flank the front door and symmetrically-placed windows stand out against the blue exterior treatment of the home of Mr. and Mrs. Demler.



The Demler children, Rae, 8, and Bonnie, 5, share this room which is quite obviously the room of two young girls. Spreads are washable seersucker.

Floor Colors

THE COLOR of the floor counts in your color scheme—even a narrow border around a rug can be a blight on well laid color plans. Too bright yellowish floor, or a floor dulled with too many coats of dark varnish may be the false note in the room that you hadn't noticed until now. If the floor is due for a refinishing job, don't think you must stick to the same old finish colors—ask to see a color card on new finishes and you'll get new ideas. One outstanding paint and varnish manufacturer makes a beautiful floor finish called driftwood, a soft medium gray. A gray floor might make a surprisingly big difference in the effect of the room, and is especially handsome with the new gray finished furniture.

REMEMBER:
CLARA DUDLEY

ALEXANDER SMITH'S
NATIONALLY KNOWN
INTERIOR DECORATOR

will be at the

AARON SCHULTZ
"UPTOWN ATLANTIC"

4321 ATLANTIC

MONDAY

2:30 P. M. and 7:30 P. M.

and

TUESDAY

2:30 P. M.

COME AND BRING YOUR

DECORATING PROBLEMS

Planning an Addition?

No Cash Needed

Small monthly payments

FOR EXAMPLE:

Add a new living room, bedroom or den.	\$25.55
(Estimated cost of labor and materials \$800).....only	\$3.19
100' solid redwood fence, 6' high (estimated cost, \$120).....only	\$1.60
Paint and paper for interior finish (estimated cost, \$50).....only	64¢
New shelves (estimated cost, \$20).....only	\$1.92
Patio or lath house (estimated cost, \$60).....only	per mo.

For better living, greater convenience and a happier home life . . . modernize your home. Almost anything which adds to the value and appearance of your property can be purchased with no down payment . . . you can paint and redecorate, repair your roof, add a room, install new plumbing or an extra bathroom, modernize the kitchen, build a patio, insulate, build a garage, or install Venetian blinds. We will gladly help you plan your modernization program and estimate its cost.

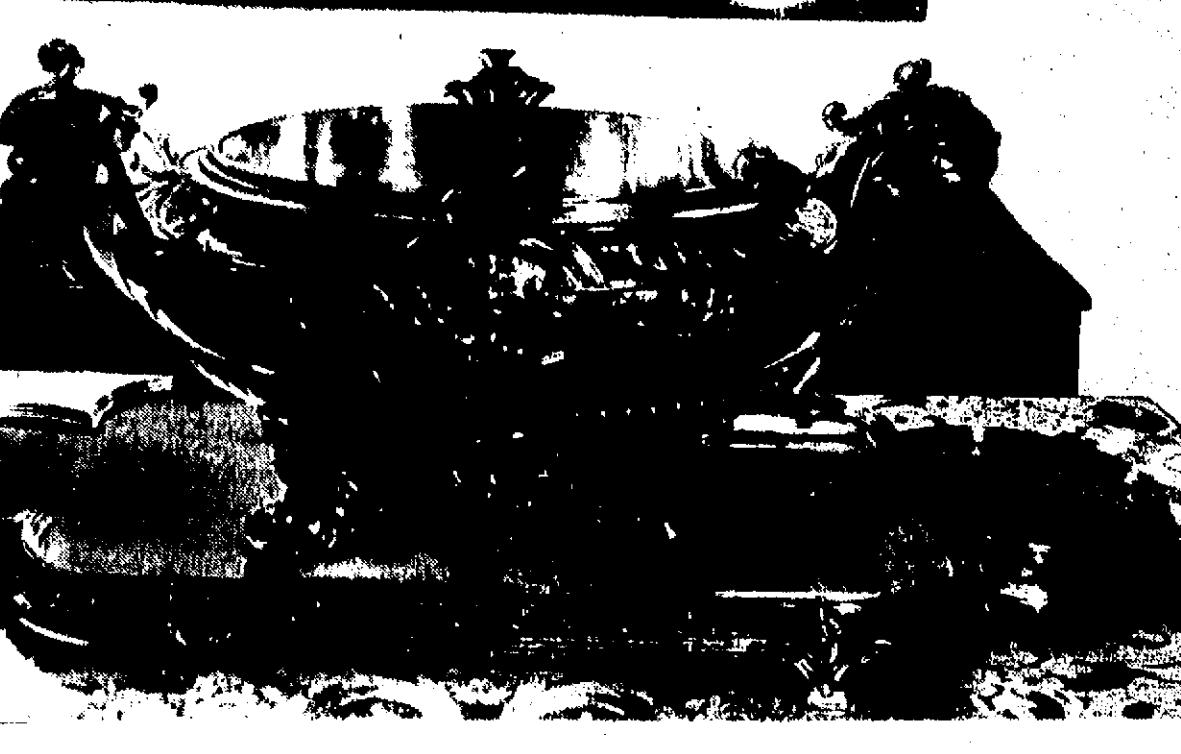
May we suggest a contractor, carpenter, or etc., whose cost may be incorporated in your monthly payment? We have all materials to build a new home or remodel your old home!

BRING YOUR PLANS OR LUMBER LISTS FOR FREE ESTIMATES—SAVE \$\$\$

• 1x6 ROOF SHEATHING.....	\$68.00	• DUTCH BOY PAINT.....	\$3.75
• OAK 13/16" FLOORING.....	\$150.00	PER M	per gal.
• CABINET LUMBER.....	\$120.00	PER M	per sq. ft.
• JOHNS-MANVILLE 168-LB. ROOF SHINGLES.....	\$6.10	PER SQ.	per sq. ft.
• Nos. 1 and 2 KNOTTY PINE SHELVING.....	\$1.25	PER M	per sq. ft.

Please bring your plans or lumber lists for free estimate.

GEORGE T. WILEY LUMBER CO.
6925 ATLANTIC AVE., LONG BEACH—PHONE 2-6468



This antique banquet wine cistern of solid silver, hand chased by an incomparable artist, is a priceless possession of Fred Rosenberg of Long Beach.

Party Fare

By Mildred K. Flanary

for Halloween

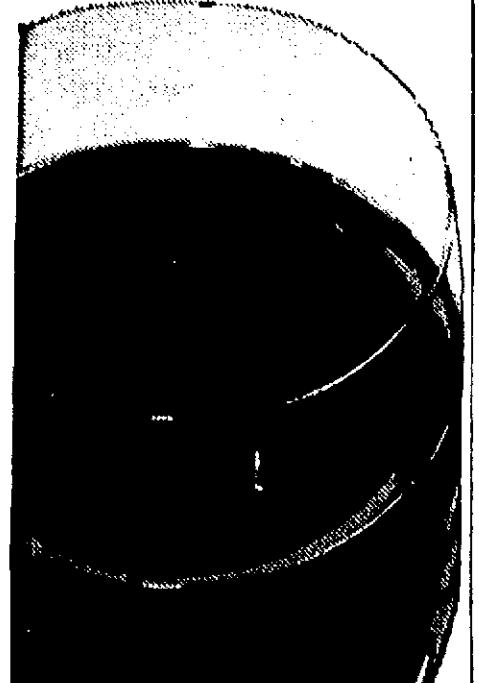
Witches, hobgoblins and their ilk will gather soon on Halloween. Be ready for them—with food!

WHEN witches roam and black cats howl, and you hear the screeching of the blind old owl; when the chattering bat flies past your face, and scarecrow and jack-o'-lanterns run a wild, wild race . . .

Well, then it's Halloween, and the night when all good friends from the pigtail brigade to the grown-ups should have a party. So send out your invitations and set your plans in motion.

Halloween and apples just naturally go together so, whether your merry-making is planned for youngsters or grown-ups, you'll want to have a good supply of big juicy apples on hand, cold and crisp in the refrigerator. There's nothing better, or more easily doled out to those adorable bell-ringing beggars than apples. For the children's party, there's something readily received: Candied stick apples.

Have a big lighted pumpkin in the center of the table and encircle it with the apple sticks.



HOBOGLINS, too—see what we mean in the above picture—must always be

**What No Other Wine Can Claim—
You Taste In Your Glass of ROMA**

because the world's greatest reserve of fine wine is aging in Roma Cellars... and from this treasure only the best is ever labeled Roma...



**So, ask for
ROMA WINE
every time**

AMERICA'S LARGEST SELLING WINE

© 1948 Roma Wine Co., Fresno, Calif.

8

NOW SELMA'S FAMOUS FRANKFURTERS Individually Banded for YOUR PROTECTION

SELMA DRESSED BEEF CO.

EXTRA FRESH — EXTRA TASTY — EXTRA GOOD

SELMA DRESSED BEEF CO.

Arctotis: Sun Lover

THE ARCTOTIS is one of the most amazing ornamentals in the plant kingdom. It is a native of Africa, a relatively hot country, yet the plants thrive in Southern California during the winter season. The mild temperatures that prevail in the Southwest at this time of the year make this seeming miracle a fact.

Because of its country of origin the arctotis naturally is a sun lover. Partial shade will prove discouraging and this is especially true during the winter season. During the next few months in the Long Beach area the arctotis may be propagated either by sowing seeds or setting out established transplants. The seed germinates rapidly and does not seem very susceptible to "damping off," a fungus disease.

African daisies . . . the arctotis belongs to this group . . .

are actually 50 per centers. That is, the flowers are open not more than 12 hours a day. Usually they have to be in the direct sunlight for the flowers to remain open. At night they close up as if they were on a time schedule. Another interesting feature about the arctotis is that young buds will flower in a vase if placed in direct sunlight.

The arctotis is an annual which means it grows rapidly, having a big job to do in a relatively short period of time. That is one reason why you can expect blooms in winter when most forms of plant life are standing still.

While the arctotis makes a splendid show in the outdoor garden, yet its real bid for fame derives from the value of the blooms as cut flowers. After being removed from the parent plant they may last for more than ten days in water.

Changing the water in the vases every day will increase the longevity of the flowers.

Two varieties of arctotis are available from seed: the new hybrids and arctotis grandis. The latter is perhaps better known as both the coloring and appearance of the flowers are quite striking.

Arctotis grandis is a daisy-like flower, the petals being white, and on the reverse side steel blue. The plants are highly productive. A packet of seeds should fill your home with blooms for weeks at a time.

THE hybrids attain a height of 12 inches at maturity while variety grandis frequently goes to 30 inches. The color range of the hybrids is rather extensive, including tones of orange, terra cotta, yellow, salmon and cerise. Arctotis may be used in the outdoor garden for either bedding or border

purposes. Variety grandis, because of its height, should be placed towards the rear of the border.

The arctotis is not a difficult plant to grow, thriving in practically any good garden loam. The plants are not heavy feeders, light applications of commercial fertilizer being all that is necessary. However, a certain amount of food will add strength to the stems which by nature are thin and wiry. Average watering conditions should suffice. The plants must not be allowed to become over-thirsty but flooding them may prove disastrous.

Cut the flowers early in the morning as the cells are full of moisture at this time and evaporation is at a minimum. After removing the blooms from the parent plant they should be placed in a container filled with water to a point just below the buds. Allow the flowers to rest in this container for several hours in a dark and airy environment. During this resting period they will absorb as much water as is possible. This resting period may add days to the life of the cut flowers. This is true of all flowers, not just the arctotis.

Try a Screen

INCE you start thinking about how you could use a screen at your house, one good idea crowds close on the heels of another. Could be a screen is just what you need to separate the dining area from the living area in the living-dining room—or to cut down the yawning width of an archway—to hide an ugly radiator—or to shield light and drafts from the baby's crib. A best bet among the new screens is a flexible type made of wood slats. It's lightweight, goes anywhere and fits young budgets. The fact that it adjusts to different widths is a practical anime, but there's more to that nice flexibility than that. This kind of flexibility means you can change the shape of the screen, too, to suit your own ideas. For the reason of its nice shape and because the screen comes in both natural and a range of excellent colors you may want a screen like this for its decorative value alone.

CHRYSANTHEMUM SHOW

We hold a chrysanthemum show at our gardens every fall which runs for over 60 days during the months of October, November and part of December. The public is cordially invited to visit our gardens to see the most outstanding collection of chrysanthemums in Southern California.

20% to 30% Off on All Nursery Stock

(Open Every Day 8 to 7)

FLORA VISTA MUM GARDENS
1810 W. WILLOW
PHONE 7-7545

ALFSON'S CAMELLIA SALE

Plan to Plant Your Camellias Now for Winter Bloom
If you are a beginner or an avid collector, come in and see these plants. We have several hundred camellias now in bud in a wide range of varieties and colors.

PRICES START AT 79¢

Every plant, large or small, is a real bargain!
We Carry a Large Selection of Nursery Stock at Outstanding Bargains

TULIPS . . . DOZ. 58¢

OPEN SUNDAYS

VISITORS WELCOME

ALFSON'S NURSERY

15629 ATLANTIC (1 Blk. N. of Olive) — COMPTON
BETWEEN OLIVE AND COMPTON BLDS.

NURSERY BARGAINS

BLOOMING MUMS

1-Gal. Cans — White, Pink, Red, Yellow, Bronze
39¢ 49¢ 59¢

TREE ROSES

\$1.50 EACH

**STOCKS—SNAPDRAGONS
CALENDULAS**
DOZEN **19¢**

All items subject to stock on hand

RIVERDALE NURSERY

6755 Atlantic Ave., North Long Beach

PHONE 20-2383

FREE DELIVERY OPEN SUNDAYS

HODGES GIFT OFFER

NO PURCHASE REQUIRED — BRING THIS AD AND RECEIVE ABSOLUTELY FREE ONE NEPHTHYTIS JAPONICA IN 3-IN. POT. A TRULY BEAUTIFUL HOUSE PLANT.

PYRACANTHA LEWISII

Covered with Red Berries from now until next year and a beautiful shower of flowers in the spring.

2.99

CHRYSANTHEMUMS

One Gallon Size in Full Bloom. Exhibition Types.

69¢

STEER MANURE $\frac{1}{4}$ cu. ft. **59¢** 10 SACKS **575¢**

IMPORTED PEAT MOSS Large Bale... **4.95**

OPEN SUNDAY

3737 LONG BEACH BLVD.

HODGES NURSERY

CALL 4-2397

FOR HOME GARDENERS

Values
with
Quality
and Economy

Here are just
a few of our
Fall Specials!

HIBISCUS Reg. 75¢ Varieties **39¢ gal.**

GARDENIA MYSTERY **49¢ gal.**

Bougainvillea America **59¢ gal.**

(San Diego Red)

Pyracantha Gruberi **59¢ gal.**

Ilex Cornuta Burfordi **69¢ gal.**

Largest Berried Holly

Camellia Sarah Frost 3-ft. Plants **\$1.25 each**

Holland Peat Moss, per bale, **\$4.95 each**

Many other items not listed

ALICE'S NURSERY

16021 S. PIONEER BLVD.

South of Excelsior High—Norwalk

PHONE

Torrey 5-2382

ANNIVERSARY SALE

TREE ROSES Patented varieties included. **\$2.39**

KING ALFRED DAFFODILS Doz. **98¢**

OAK LEAF MOLD Per sack. **98¢**

SPECIAL OF THE WEEK

RANUNCULUS BULBS

Tecolote mixture. Plant for spring **2 doz. 39¢**

PLENTY OF EASY PARKING

We Close at 12 o'Clock Noon Sunday

SMITH NURSERIES

2648 ELM AVE., LONG BEACH PHONE 4-4589



Arctotis hybrids are easy to grow in the Southwest, even in winter, because they naturally love the sun.

Time to Plant Delphiniums

By J. J. Littlefield



"Fall" planted small delphinium plants will produce larger flowers and longer flower spikes than those planted in the spring. An actual test in Santa Anita Oaks garden proved this fact . . . Plant Pacific hybrid delphiniums as well as the perennial species bellidiflora, sum and belladonna.

Delphiniums won't produce much foliage growth during winter. Their roots will grow sturdier, absorb plant food elements.

In spring they will grow and produce gorgeous spikes of flowers . . . Scatter small baits regularly to protect plants from snails and slugs.

Feed them three to five times during the winter. Apply one-half cup of Red Star GROWMASTER per plant. Next spring your delphinium will be the envy of the neighborhood!

YOURS . . . A \$3.50 value plus
the flower ring
for 80¢ and the
name "Red Star" or the red star
torn from any bag. Indicate de-
sired color (gold, copper, green,
or white) and mail to Dept. L, RED
STAR, Downey, Calif. today.

Red Star
PLANT FOODS
AT BETTER GARDEN DEALERS

SUNDAY SPECIAL!
PHILODENDRONS
A lovely interior
plant. **17¢**

PYRACANTHA
Red berries, well estab-
lished plants. Gal. cans. **89¢**

Jenkins
NURSERY

6539 Cherry Avenue Phone 2-4788
NORTH LONG BEACH
We Give Blue and Gold Stamps
OPEN SUNDAYS

EXPERT
Landscaping . . .
NEW LAWNS — OLD LAWNS
RENOVATED
FULL LINE OF NURSERY STOCK

Miracle Nursery

8316 Atlanta Phone 2-8100

Feed
BANDINI
Gro-Rite
COMPLETE PLANT FOOD

Your Best Plant Diet! Try It!

Feed Gro-Rite . . . the handy all purpose plant food for new lawns and old, for general garden feeding! Tops for renovation! Contains chemical nitrogen for fast action and organic nitrogen for long lasting results. Buy it, today!

Mulch with BANDINI STEER!
The West's best mulch! Won't burn tender roots! Wood-ideal-fertilizer! No sticks, stones or foreign matter. Insist on pure BANDINI STEER!

See How MIRANDY! KFI-TV,
Channel 9, 12:30 Saturdays.

BANDINI
Gro-Rite
COMPLETE PLANT FOOD

AT YOUR
GARDEN DEALER

Sunday, October 22, 1960

9

9

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR.

Import quotas on U. S. motor vehicles in Europe and other overseas markets are so low that many nations will have little effect on exports of American made vehicles.

In August, before Britain began the devaluation move, U. S. auto export reached a new post-war low. Only 22,625 vehicles, or 3.4 per cent of total outputs were shipped abroad.

Because of dollar shortages, U. S. vehicles are barred from most nations today, or imports are restricted by quotas, limits on horsepower and size of vehicles, or other barriers.

Industry officials believe that currency devaluation by Britain and other nations eventually will mean revival of world commerce and will end or ease regulations that keep U. S. autos out of many foreign markets today.

For the first eight months of 1949, 208,215 U. S. cars and trucks were exported, or 5 per cent of production. In the same period last year, 295,447 vehicles were exported, or 8.6 per cent of those produced. In 1929, the peak export year for American made cars, units shipped abroad in the first eight months totaled 565,092, or 13.4 per cent of production.

Creation of a Pacific Coast sales region based in San Francisco and headed by T. A. White is announced by L. W. Ward, general sales manager of Pontiac Motor Division. As Pacific regional manager, White will supervise all Pontiac sales efforts of the Los Angeles, San Francisco and Portland zones.

During 1948, more than a million people were injured or killed in automobile accidents in the U. S. The death rate per 100 millions of vehicle miles traveled dropped from 9.8 in 1946 to 8.1 in 1948—the lowest on record. A large share of the credit for this remarkable achievement is undoubtedly due to the strong support of the "Stop Accidents" campaign sponsored by the National Safety Council.

Members of the Long Beach Used Car Dealers Association plan a closer co-operative program for their organization in 1950, according to Royall Ward, president, who presided at the group's monthly meeting last week.

Past presidents, Lloyd Patterson, Carl Brunni and Frank Cassidy, were called on to help formulate constructive, informative and timely subjects for discussion at future gatherings. Ray Kilgengren was named chairman in charge of programs and will be assisted by affiliate member Sam Barnes, classified manager of the Press Telegram.

M. E. Ridenour, secretary, will handle all matters pertaining to city and state licenses. In addition to working out various problems of the association with the California State Department of Motor Vehicles, election of officers for 1950 will be held at the next meeting in December. New car



BILL ATKINSON

The many friends that Bill Atkinson has made on Long Beach's auto row for the past 20 years will be interested to know that he will open a Chrysler-Plymouth agency at 3855 Atlantic Ave. Atkinson, who has been associated with several new car firms in the city says he is doing extensive remodeling at his new location and plans to be open by October 20. Both Atkinson and his wife are active in Long Beach music circles.

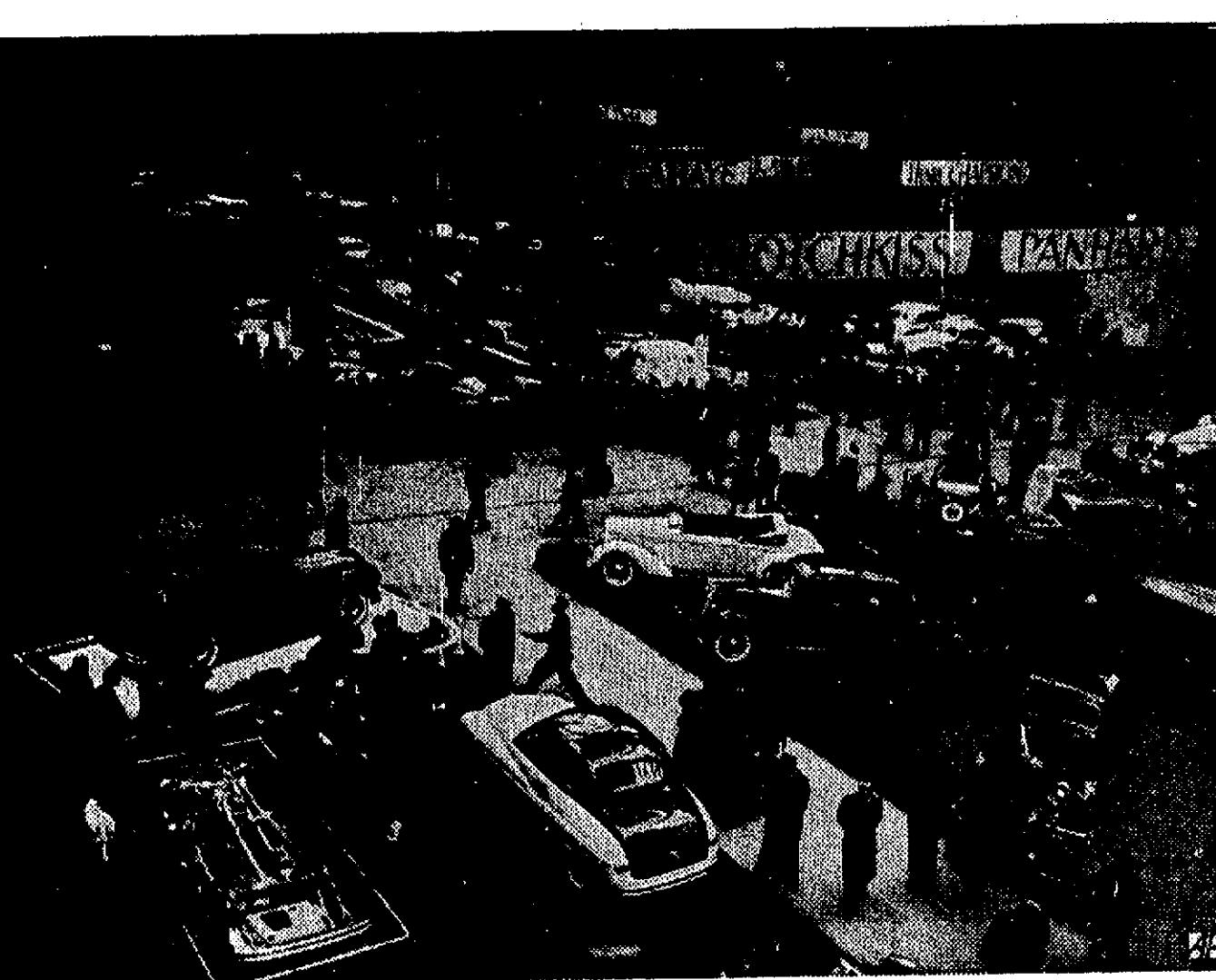
Bernie Martin, head of Harbor Chevrolet Co., reported just before he left for a duck hunting trip yesterday, that Robert Bellis has been added to the used car sales force and James Burnside to the truck sales staff.

Denver Tire Dealers Conduct Safety Drive

DENVER, Oct. 22. (AP) A British tire firm has developed a non-skid tire with steel coil springs in place of the usual tread. The springs are embedded in the tire during the vulcanizing process.

The company, Tyresoles, Ltd., calls the invention "Wysesoles." Sir Patrick Hamilton, its chairman, said engineers agreed that for safe driving on wet roads the film of water under the tire must be shattered and dispersed quickly. The company claims the springs do this efficiently.

Abe Okner, Okner's Home & Auto Supply Store, council representative, said members will spot unsafe tires and call the owner's attention to them.



PARIS SEES NEW AUTOMOBILES—German models were included, for the first time since the war, with other foreign cars in the Paris Motor Show at the Grand Palais.

Auto Industry Now Conserving Stocks of Steel

DETROIT, Oct. 22. (AP) The auto industry is conserving its steel stocks but production should hold up fairly well through the remainder of October.

If this expectation is realized the industry's 20-year-old production record will be topped next week. Already this year the factories have built more than 5,151,000 cars and trucks. The record for all of 1929 was 5,358,420 vehicles.

Most industry authorities expect a sharp production drop next month and through December. Even after steel once more begins to flow to the car factories and their suppliers it will take time to put enough together to make high volume vehicle output possible.

Truck output will have a substantial part in the production record to be made this year. When the present record was set up two decades ago the total included 771,020 trucks. Approximately 952,000 trucks already have been built this year. By Dec. 31, the 1949 total should be well above 1,100,000.

Contrary to earlier expectations, vehicle output held up last week to slightly better than the previous week's assembly. Automotive News put last week's production at 122,737 cars and 20,120 trucks. This compared with 121,058 cars and 20,312 trucks in the preceding week.

Seasonal trends, however, indicate a sharp drop in truck output while the steel situation and new model operations will cut into the passenger car turnout after Nov. 1. The bulk of truck output in recent months has been in the light and medium-weight types.

Here and there various companies are announcing brief inventory shutdowns. A number of stoppages are due in November for the switch-over to new-model production. Like the inventory suspensions these will ease the strain on steel and other inventories.

The "big three" of General Motors, Chrysler and Ford kept their output volume up last week. These three manufacturers are rapidly running out their 1949 model production schedules.

Squeaking Brakes May Be Warning

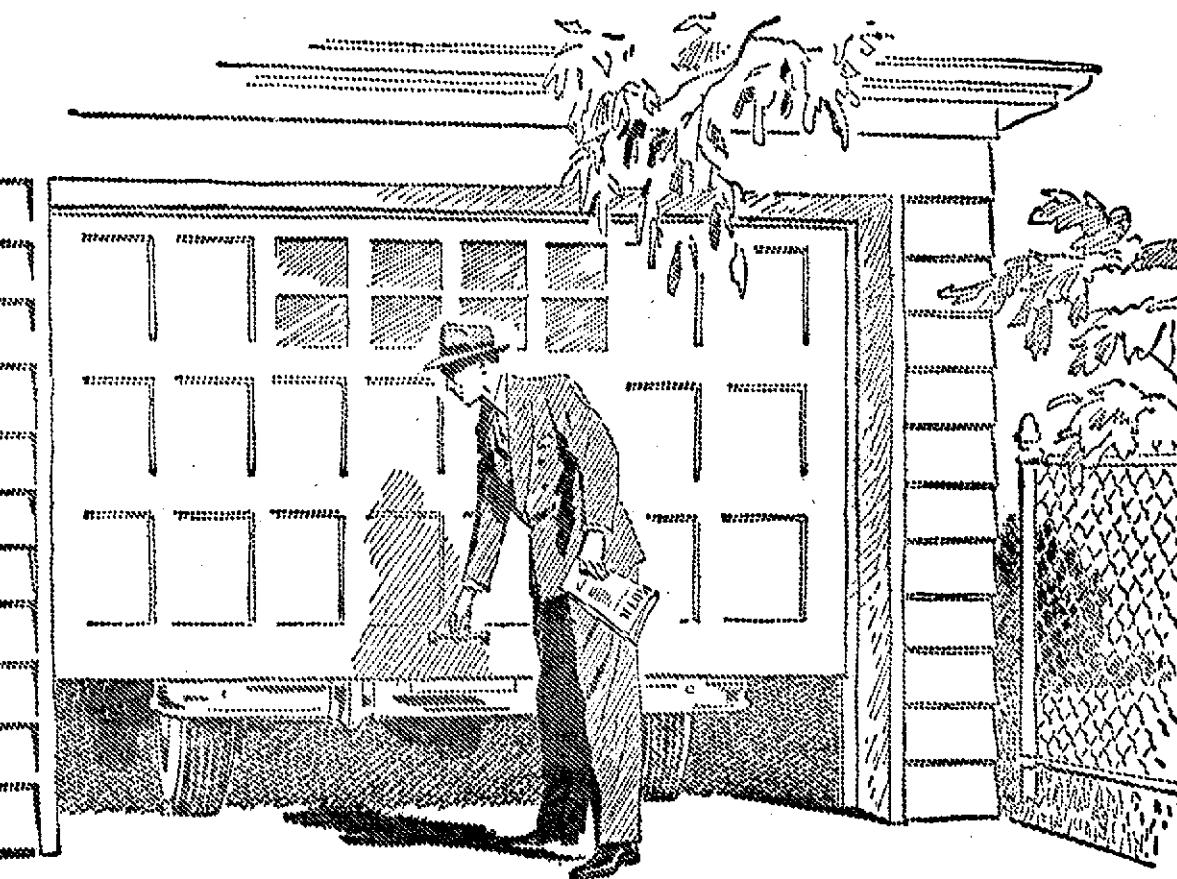
An automobile brake that squeaks when applied may indicate that the brake lining is not corrected immediately, brake drums may be ruined beyond repair so badly that rivets are cut off.

Southern California. If this is

last year, but the year's total is

approximately 90,000 less than in

1948, up to this point.



400,000 People Paid More for Their Cars than a Cadillac Costs!



Hard Starting

Hard starting of an automobile engine is not always the fault of the battery, warns the Automobile Club of Southern California. In many instances an electrical defect is the cause. The Club says an engine tune-up at regular intervals will usually prevent this trouble.

Check Wiring

Wiring in older automobiles should be checked periodically to avoid short circuits and possible fire.

2525 East Anaheim AUTO PAINTING

PAINTING
COUPE
+ DOOR
SIDEMOUNT
CONVERTIBLE
BAKE ENAMEL
AUTO ACCESSORIES

SUN SHADES — SIDE AWNINGS
Sold Matched and Installed Here

IRWIN
Auto Works
2525 East Anaheim
It Costs No More In
OUR MODERN SHOP
Phone 8-5009

1501 American Ave.



'NATURAL' CAR SALESMAN—Prospective car buyer John Scoggins has to wait while Yoga Gypsy Gene, better known as "Nature Boy," latest addition to the sales force of Daffy Jaffe, takes time out for lunch. "Nature Boy," who has caused a mild sensation around Long Beach lately, dines on raw fish and corn, including the cob.

Sunday, October 23, 1949

New Car Sales Continue Good Over Nation

DETROIT, Oct. 22. September new car sales, as reflected by official registrations, may be 50,000 less than for the record-breaking month of August, R. L. Polk & Co., Detroit, statisticians for the automotive industry, reported today.

On the basis of registrations tabulated in 17 states for September, Polk officials said it appeared likely approximately 422,000 new cars would be registered for the month when all states had been tabulated. The August total of 478,556 represented a postwar high.

In the 17 states completed to date a total of 129,983 new cars had been registered. The states tabulated represent 30 per cent of the national totals. The September figure was some 30,000 more than for the same month in 1940, but was not expected to reach the total for August.

New truck registrations for 17 states for September totaled 25,038, as compared with 25,693 from the same states for September, 1948. The total for the month, if ratios set up in the 17 states tabulated continue, is expected to be approximately 82,000 units.

Registrations of new trucks for the past two months compare favorably with the same period last year, but the year's total is approximately 90,000 less than in 1948, up to this point.

Don't Pay

for a Cadillac

... Unless You Get One

Most people are surprised when they learn that the price of a 1949 Cadillac is lower than some cars, and almost the same price as other makes. And there's a reason for this.

Features that are a part of the regular equipment on Cadillacs are "extras" on most other make cars—hence the price many cars are advertised at, is quite different from the price the purchaser pays to drive it off the floor.

At Ridings, 15th and American, you can buy today a new Cadillac sedan, completely equipped, for \$3695. What's more, you don't have to buy a lot of

"extras" because the Cadillac price includes the regular Cadillac equipment. This includes Hydramatic Drive, Custom Radio and Vacuum Antenna, Dual-Underseat Heaters with separate Defroster, Built-in Fog Lights and Back Up Lights, Wheel Discs, and White Sidewall Air Ride Tires, Windshield Washer, and Electric Clock.

Come and see the 1949 Cadillac this afternoon or any week day or evening until 9:00. Drive it and thrill to the new 160 H. P. V8 economy engine. Buy it and take it home today.

The place is Ridings, your Cadillac dealer on American Avenue at 15th. The phone is 7-2241.

RIDINGS MOTORS
"Your Cadillac Dealer"

Phone 7-2241



Cadillac

RIDINGS MOTORS

"Your Cadillac Dealer"

Phone 7-2241

M. Verne Holmes

Direct Factory Dealer

Service Repairs for All Makes of Cars . . . Wheel Alignment . . . Wheel Balancing . . . Motor Repairs, Parts and Accessories . . . Trucks and Repairs.

All Work Guaranteed
Factory Trained Mechanics

STUDEBAKER

The Car With the "NEXT LOOK"
★ UPTOWN ATLANTIC ★
3449 ATLANTIC AVENUE
PHONE 4-8603

"There's No Place Like Holmes"



Auto Loans Rise to Huge Volume

WASHINGTON, Oct. 22. Installment credit on automobile purchases showed the greatest increase of any class during August as the volume of all credit soared to a new record of \$9,613,000,000.

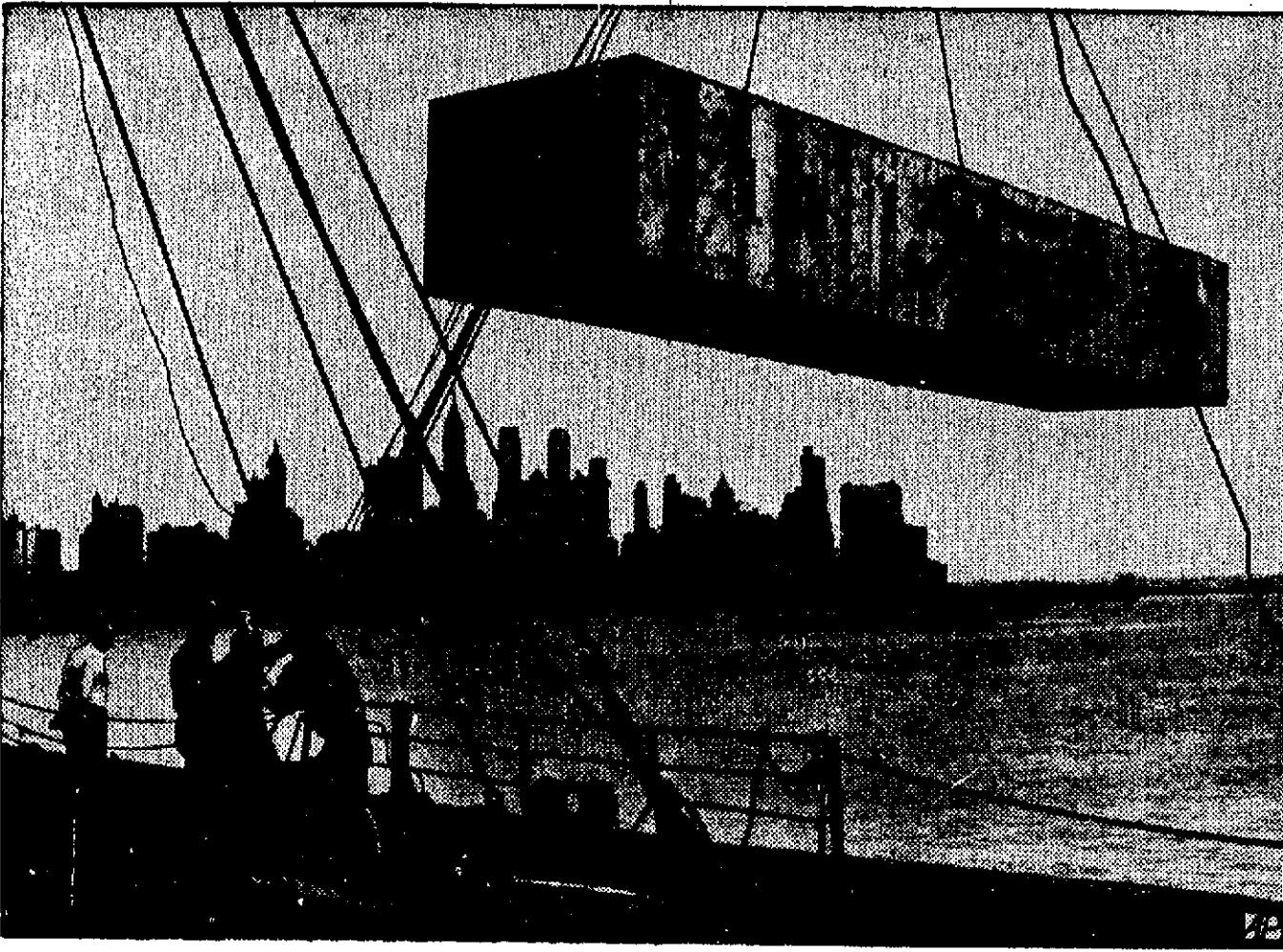
The Federal Reserve Board, in its monthly report, said auto credit increased \$157,000,000 to a total of \$2,767,000,000 as new car sales broke the postwar monthly record.

All categories included, the installment-plan credit total rose \$282,000,000 in August, the second month after the abolition of credit controls.

Consumer credit, including several noninstallment items, also reached a new high of \$1,652,000,000 in August.

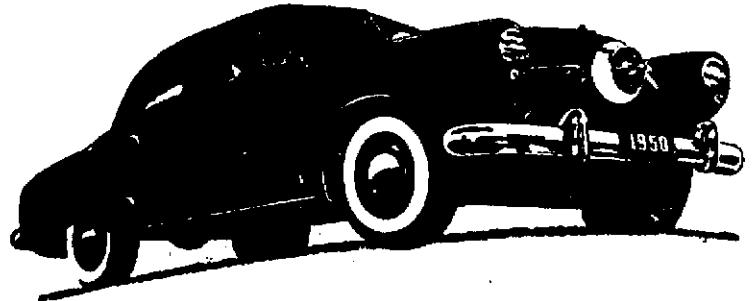
Charge accounts declined \$59,000,000 in August—the only major type of credit to show a reduction. Single-payment loans, repayable in a lump sum, gained \$30,000,000.

The total amount of consumer debt outstanding at the start of August was 10 per cent more than the sum a year before.



TO AID TRANSPORT IN ISRAEL—The first major shipment of automotive products for Israel is loaded aboard the S. S. Expeditor in New York harbor, en route to Tel Aviv.

Studebaker does it again!



The new 1950 Studebaker with "next look" styling has already set a new all-time sales record!

More people bought new Studebaker cars from Studebaker dealers last month than in any previous month in history!

Studebaker's September was its biggest month ever both in production and in sales!

STUDEBAKER'S REALLY ROLLING... WITH THE "NEXT LOOK" IN CARS!

Self-service Stations Issue to Be Settled in El Cerrito by Election

EL CERRITO, Calif., Oct. 22. (AP) That hotly argued issue of the serve-yourself gasoline station is going to be settled grassroots fashion in this town at the Nov. 8 election.

The campaign is warming up. A lot of eyes are upon it, for it's a miniature version of a king-size controversy now raging nation-wide on many fronts. On the national scale it involves millions—both dollars and people.

The El Cerrito self-service station which has become a guinea pig in the fight is backed by the Serve Yourself Gas Stations Association, Inc., with headquarters in Pasadena and 120 member stations in California, Arizona, Utah and Oklahoma.

The association will battle for its operators wherever they need it, says Dan Lundberg, its spokesman, at Pasadena.

"We're gaining throughout the state and country," he asserted.

Self-serves now are banned in 50 California towns, he said, but operating in 97; the association has won removal of bans in three California towns—Arcadia, Bakerville and Azusa—as well as in Salt Lake City and Oklahoma City.

SIGN FOR REFERENDUM

In the opposite camp it isn't just the oil industry titans who look with disfavor on cut-rate gas prices. Price wars can put little fellows out of business. On safety grounds, about a dozen states and numerous cities have passed laws against the self-serves.

El Cerrito, a town with 6,000-odd registered voters, lies on the outskirts of Oakland, where self-serves are banned. So far two persons have been arrested here in the fight, 600 voters have signed a referendum petition seeking repeal of an anti-self-service ordinance, and a legal test looms in the courts.

"It's in the hands of the public now," said City Manager Edwin Howell.

"The council decided," Howell related, "that until one side or the other proves its case, the people can have it whichever way they want it."

The arrests were made at a station which is operated around the clock by the Peter Gring Associates on San Pablo Ave. From a control tower, with loudspeaker, an attendant directs customers to 18 pumps for gasoline; three girl attendants collect cash and make change and there are convenient spots for motorists to put in oil, air and water, and to clean windshields.

The Gring station is not such a flashy set-up as some Southern California self-serves, where the girls swoop about in shorts on roller skates. But trade is brisk. A sign 30 feet long, saying "serve yourself and save 5 cents" is neon-lighted at night.

The sign is outlawed now under a new California statute which forbids service stations to use the words "save," "off," "discount," "less" or "below," with "cents" following, unless the total gasoline price, including taxes, is displayed in figures of equal size.

REGISTER NAME

Some time before the law went into effect, the Rothschild serve-yourself stations changed their signs to read "save-5" gasoline and registered this as a brand name. The Gring station here kept its sign up. Attorneys are preparing a court test of the law's validity.

The American Petroleum Institute board of directors has flatly disapproved self-serves. But the National Fire Protection Association announced a year ago it was not ready to take an official stand.

The association committee on flammable liquids reported last March that it believed the self-service stations should be allowed only with effective supervision and safeguards. Then it added that self-service stations in most cases have good safety records so far and the requirements there should be extended to regular service stations.

The National Petroleum News published in August results of a poll it took in 92 cities of more than 100,000 population, in 33 states. In 11 cities, the self-serves were banned by ordinance. In 20 others they were forbidden under existing fire regulations.

Twelve cities reported self-serves operating—and so far no fires at any of them. These were Charlotte, N. C.; Chattanooga, Tenn.; Houston and San Antonio, Texas; New Orleans, Oklahoma City, Norfolk and Richmond, Va.; Tacoma, Wash., and Long Beach, Sacramento and San Diego, Calif.

In San Diego, where there are some 40 stations in operation, the chief said a check he made showed fewer spill-overs of gasoline at the self-serves than at the regular stations.

Tourist Travel Into State Is at New High

Early season fears that 1949 would see a drastic leveling off in out-of-state auto travel to California are dispelled by the Automobile Club of Southern California in revealing that a record-breaking 538,255 "foreign" cars, carrying 956,212 passengers, arrived in the state during the third quarter of this year.

This tops the previous all-time high third-quarter totals of 333,120 autos and 949,384 passengers set during the similar months of 1948's peak travel year.

Record monthly highs were also registered this year in July and September, with 123,025 and 95,018 out of state cars, respectively, arriving in California, as compared with 120,812 cars in July, and 89,185 in September during 1948, the club said.

Full nine-month totals showed that 751,808 "foreign" autos, carrying 2,050,550 passengers, were checked into the state this year, as compared with 781,445 cars and 2,133,009 passengers for the same months of 1948.

Auto Club touring officials, now estimating that nearly a million out of state cars will visit California by the year's end, say this new trend was "surprisingly unexpected" since as recent as three months ago, state influx totals had been reported "off" by more than 10 percent as compared with 1948 totals.

Prestige' Factor Is Seen as Bar to Cheap Auto

NEW YORK. Because Americans regard their cars as items of "neighborhood prestige," plans to build cheaper and plainer cars may stay on the shelf ad infinitum, according to Pageant magazine in an article, "Why Can't You Have a \$1000 Car Now?" The article appears in the November issue.

The article points out that all consumers need to do to get cheaper cars are boycott the ones now on dealers' floors.

"But the industry is confident that you won't," it adds. "That's because . . . the vehicle at the curb in front of the house is a raucous but socially acceptable announcement that my old man is in the chips, too, like your old man."

There are other reasons dismaying auto companies from lighter-car projects reports Vernon Richards, author of the story.

"You ask the questions," Richards says, "and the manufacturers will pitch them right back at you: 'How can you turn out a cheap' car when people insist on buying the more expensive ones? What would cheap cars cost the industry in lesser sales in bigger cars that we're already toolled up for?'

"We've got a dealer problem. What would cheap cars do to the sales of second-hand cars that dealers have to get rid of?"

Reduced worker productivity and recent improvements in motor cars engineering-wise are other anti-smaller-car factors, the article says.

Wyoming Reports Record Gas Take

CHEYENNE, Wyo., Oct. 22. Wyoming's gasoline tax collections in September soared to a new all-time high total of \$601,546.12, according to State Highway Superintendent J. R. Bromley.

The highway department's September collections covering August record of \$373,381.60 set in the same month of 1941.

Before It Rains
REPLACE IT

DRIVE IN TODAY, FOR COMPLETE, FAST SERVICE
LOWEST PRICES. WE CATER TO INSURANCE TRADE.

Marine Glass Co.
SCOTT-WOODARD-SCOTT SR.
GLASS FOR ALL PURPOSES
Cor. 14th and Magnolia Ph. 7-7475
Member of Long Beach Builders Exchange

Loan to Kaiser for New Car Raises Debt to U. S. to High of \$186,500,000

By CHARLES MOLONY.

WASHINGTON, Oct. 22. (AP) The government has a stake of approximately \$186,500,000 in Henry J. Kaiser's industrial empire.

The government's credit allowances reached that peak—equivalent to \$1.25 for every man, woman and child in the population—when the 67-year-old builder-salesman's auto enterprise got a \$34,400,000 loan recently to back its 1950 production plans, which include a new low-price car.

Before the war Kaiser handled millions of dollars in government contracts, saving notably in work on the great dams in the west: Boulder, Bonneville, Grand Coulee, Shasta.

Entirely privately financed in those days, the onetime dry goods store cash-boy didn't owe the government a dime. Neither did he have the money-making assets that his present debt to the government represents.

During the war, when Kaiser's government contracts soared into the billions, he borrowed \$152,750,000 from the Reconstruction Finance Corporation (RFC), maker of the new auto loan—to build, expand and operate plants. Payments on principal along with millions in interest at 4 per cent have reduced the balance due on those wartime borrowings to \$96,000,000, all owed on the big Fontana steel mill in California.

Kaiser completely paid off ahead of time, too—\$28,475,000 borrowed to build the Permanente Corp. Magnesium plants out west and \$1,000,000 for aircraft production at a Bristol, Pa., plant.

Meanwhile, he has run up new credits in the postwar purchase of wartime built plants from the War Assets Administration (WAA).

WAA records show Kaiser still owes \$56,000,000 after payment of \$3,773,000 principal and more millions in 4 per cent interest on these acquisitions.

RENT IS \$90,000

That doesn't take into account some Kaiser enterprise leases of plants (\$17,428,000 cost of steel mill at Cleveland) and machinery and equipment (mostly at the former bomber plant at Willow Run).

The WAA says about \$90,000 is due in rent on the leased property, but it's just current rent with no arrears.

It doesn't take into account either some unsettled accounts between Kaiser and the Maritime Commission arising from advances of money, equipment and materials on both sides in Kaiser's wartime shipbuilding.

Maritime Commission men say there's no telling just how these accounts will wind up when all the details are settled, since they involve some claims by Kaiser on the commission as well as commission claims on Kaiser. They guess less than \$1,000,000 is involved, either way.

FAVORITISM DENIED

Critics of Kaiser and/or the Roosevelt and Truman administrations have charged there has been favoritism in the aid given Kaiser. Kaiser has on occasion claimed discrimination against him.

He said, for instance, that RFC let U. S. Steel buy a steel plant at Geneva, Utah, for 20 per cent of its wartime construction cost while holding him to 100 cents on the dollar of wartime cost in its loan on his Fontana steel plant.

Government agencies which have given him credit simply say he's lived up to the letter of his promises to pay and has proved himself an A-1 risk. They deny any partiality.

Kaiser's most famed wartime enterprise was building some 1500 ships, like cargo-troop transports, "baby" aircraft carriers, etc.

Kaiser himself once figured his shipbuilding contracts, after adjustment, came to \$2,994,283,738, yielding him a profit of \$186,500,000 or 5.6 per cent before taxes and \$94,515,098 or 3.2 per cent after taxes.

Taking into consideration his other war production—steel, magnesium, incendiary material, aircraft and parts, and cement for



MOBILE SWIVEL CHAIR — Unveiled at the American Transit Association convention in Atlantic City, N. J., was this bus seat on a pivot. Designed to afford easier exits for the beside-the-window passenger, the swing seat will also save wear and tear on the back of the commuter's trousers. Unfortunately for bus riders, Betty Jane Creamer is in picture for demonstration purposes only.

Traffic Victims Usually to Blame

Two out of three pedestrians killed by motor vehicles either are violating a traffic law or committing an unsafe act, it is reported in a national safety survey.

The Man Who Was Late

He'd been in a hurry all his life. He talked fast, he thought fast, he drove fast, and he died as he had lived—speeding.

Eager to get home because he was late for dinner, he said to himself he'd do the 63 miles in one hour flat. He recalled that most of the officers assigned to that route were a soft touch for a smooth-tongued speeder. He should have been warned when he had to swerve to miss the big bus that was entering the highway as he zoomed up over the near-by hill.

He didn't have enough time to stop when the car filled with ball players slid out of the Municipal Park road to head back toward the city. He hit it broadside and both cars skidded 50 feet before they hurtled down the embankment.

He killed himself and three occupants of the car hit. He sent the other two ball players to the hospital for six months. The entire calamity was over in less than a minute.

Speed is a No. 1 killer. A determination to resist the temptation of fast driving would have spared a quarter of a million persons the anguish of broken bodies last year.

Some traffic violations can be blamed on ignorance, lack of skill, or apathy, but speeding is clearly a deliberate action. Be safe. Turtles live a long time.

New Rubber Withstands Heat

CLEVELAND, Oct. 22. (AP) A new family of specialty rubbers are derived from hydrocarbon and polyacrylic, and may withstand dry heat up to 400 degrees, and also are highly resistant to gas, oils, ozone and sunlight, the B. F. Goodrich Chemical Co. reports.

Saves His Silver to Buy Jeep

HUNTINGTON PARK, Oct. 22. Joaquin Pereira wasn't kidding when he offered to pay for his new jeep truck in coin of the realm. As a result Harry Meyers, Huntington Park Willys dealer, found himself with a small-sized silver boom on his hands.

Pereira recently walked into Meyers' showroom and plunked down 3361 coins in quarters and half dollars to buy a new jeep truck. After four hours of counting the coins, six girls at the Clerenden branch of the Bank of America discovered that the payment totaled \$1005.

Pereira said it took him four years to save the coins. He has already started another home-grown silver mine to buy his next jeep.

Highway Board Reports on Trucks

MONTPELIER, Vt., Oct. 22. (UPI) Exasperated autists knew it all along, but the Vermont Highway Board has found, officially, that big trucks "seriously reduce" the volume of traffic a highway is designed to carry.

"One truck equals from two to five passenger cars, depending on the terrain," the study pointed out. The Vermont report agrees with findings in Pennsylvania that in hilly country big trucks "reduce the normal flow of highway traffic by half."

Travels Fast

Steel sheet for auto bodies and cans sometimes rolls out of the mills in strips traveling 70 miles an hour.

NEW CHEVROLET \$1588⁷⁵ AND UP

IMMEDIATE DELIVERY

LIBERAL ALLOWANCE FOR YOUR CAR

NO TRADE-IN NEEDED IF YOU DON'T HAVE CAR

HARBOR CHEVROLET CO.

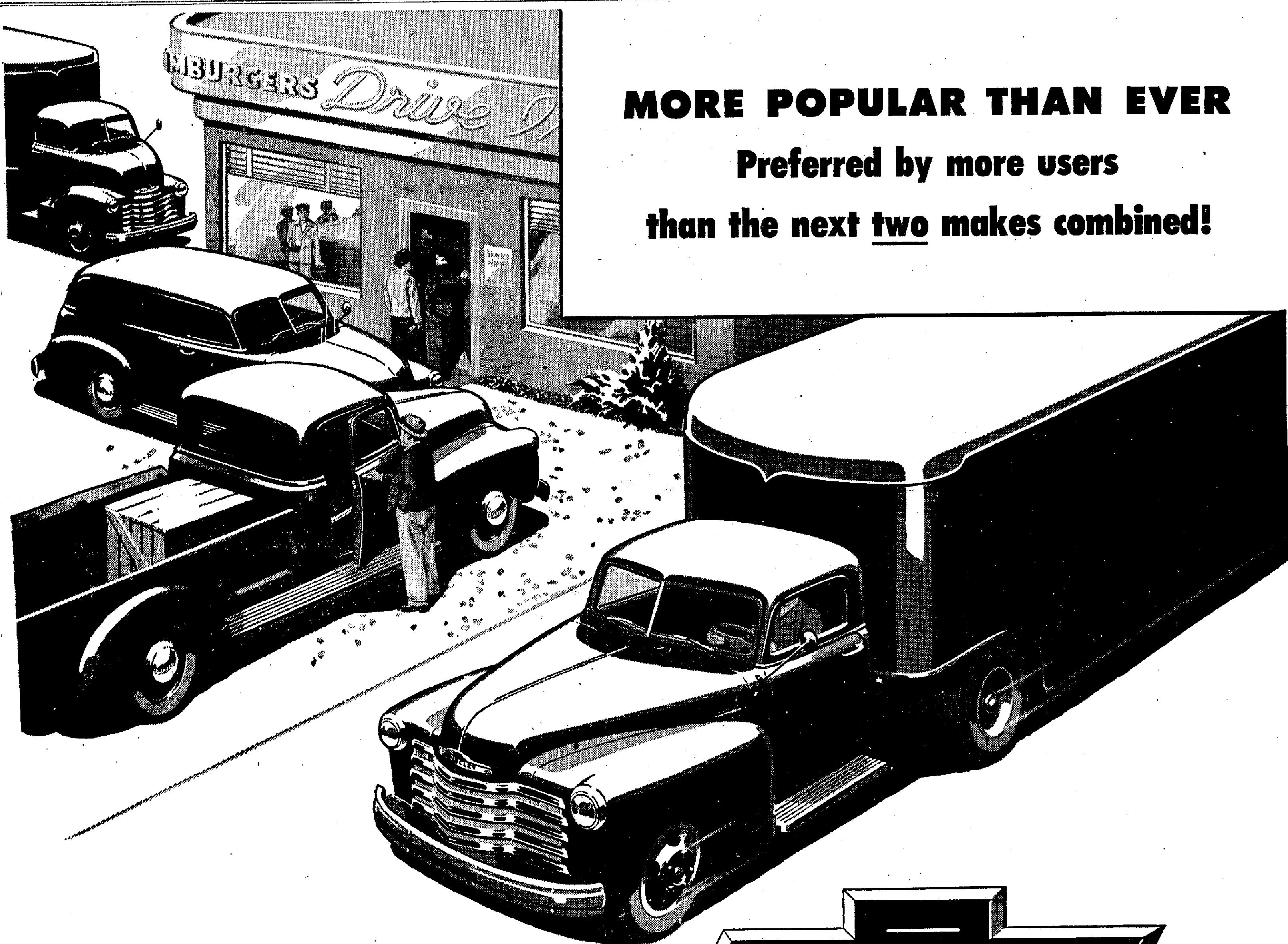
Anaheim at Atlantic

Phone 6-3293

MORE POPULAR THAN EVER

Preferred by more users

than the next two makes combined!



CHEVROLET

Here's real proof of truck value! Now that operators can get the make they really want, Chevrolet Advance-Design trucks are setting new sales records every week. More and more buyers are insisting on the power, the comfort and safety they get in Chevrolet. They like Chevrolet's rugged good looks . . . the way Chevrolet trucks handle their hauling jobs with such low operating and upkeep expense. In fact, they like these advantages so well that they buy more Chevrolet trucks than the next two makes combined! Come in now, and talk over your trucking needs with us.

ADVANCE-DESIGN TRUCKS

Featuring VALVE-IN-HEAD ENGINES—Greater power per gallon, lower cost per load • DIAPHRAGM SPRING CLUTCH—Smooth engagement • SYNCHRO-MESH TRANSMISSIONS—Quick, smooth shifting • HYPOID REAR AXLES—5 times stronger than spiral bevel type • DOUBLE-ARTICULATED BRAKES—Complete driver control • WIDE-BASE WHEELS—Increased tire mileage • ADVANCE-DESIGN STYLING—With the Cab that "Breathes" • BALL-TYPE STEERING—Easier handling • UNIT-DESIGN BODIES—Precision built

STOP HERE FOR THE BEST BRAKE JOB IN TOWN GOOD/YEAR UNI-BOND PROCESS BRAKE RELINING

• 50% More Wear
• 15% More Lining Area
• No Rivets to Score Brake Drums

\$17⁵⁰
EASY TERMS

ALL HYDRAULIC BRAKES
Includes Lining and Labor

GOODYEAR SERVICE STORES

444 S. Anaheim • Ph. 6-2279

BEACH CITY CHEVROLET CO.

1800 EAST FOURTH STREET — PHONE 7-2766

LONG BEACH, CALIF.

Sunday, October 23, 1949

GEO. E. HOOVER, INC.

601 AMERICAN AVENUE — PHONE 6-5291

LONG BEACH, CALIF.

HARBOR CHEVROLET CO.

601 EAST ANAHEIM — PHONE 6-3293

LONG BEACH, CALIF.

OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30

SEARS
Long Beach

LEADERSHIP SALE

SHOP AT SEARS AND SAVE! . . . OUR 63rd YEAR OF LEADERSHIP

MONDAY IS LAST DAY OF THIS BREATH-TAKING LEADERSHIP SALE!

"HARMONY
HOUSE"

BROADLOOM

4.39 Value "Glenside"

Choose the pattern to match your furnishings from exclusive "Harmony House" selection! Lovely, rich colors! 4032 deep all-wool tufts in each square foot, for luxurious springy resilience underfoot. Outstanding value! At Sears!

Only

3.48 Sq.
Yd.



Leadership Values! Harmony House 9x12 Wool Rugs

Choose from one of these TOP QUALITY all-wool thick tufted Axminster rugs! Three qualities to suit your taste and need! Designed for floor beauty in rich glowing colors! Enduring beauty!

Regular 49.95 **39.88**

\$4 Down
Sears Easy
Terms
Usual
Carrying
Charge

62.95 Cambay.... **49.88** 82.95 Lucerne.... **59.88**



Super! 12½-inch SILVERTONE

Television
269.95

\$10 Down
Easy Terms
Plus
Installation

You'll enjoy a real-life picture on every channel. At full brightness there's still plenty of reserve power. Mahogany.

Silvertone Picture
Perfect Television

259.95 \$10 Down
Sears Easy Terms
Plus Installation

Large 12½-inch screen in lovely walnut veneer. Fine features for perfect performance.



SILVERTONE T-V
90-Sq.-In. Picture

329.95

\$10 Down
Easy Terms
Plus
Installation

Many fine features for your enjoyment including a large 90-square-inch picture with expanded screen. Mahogany or blond veneers.

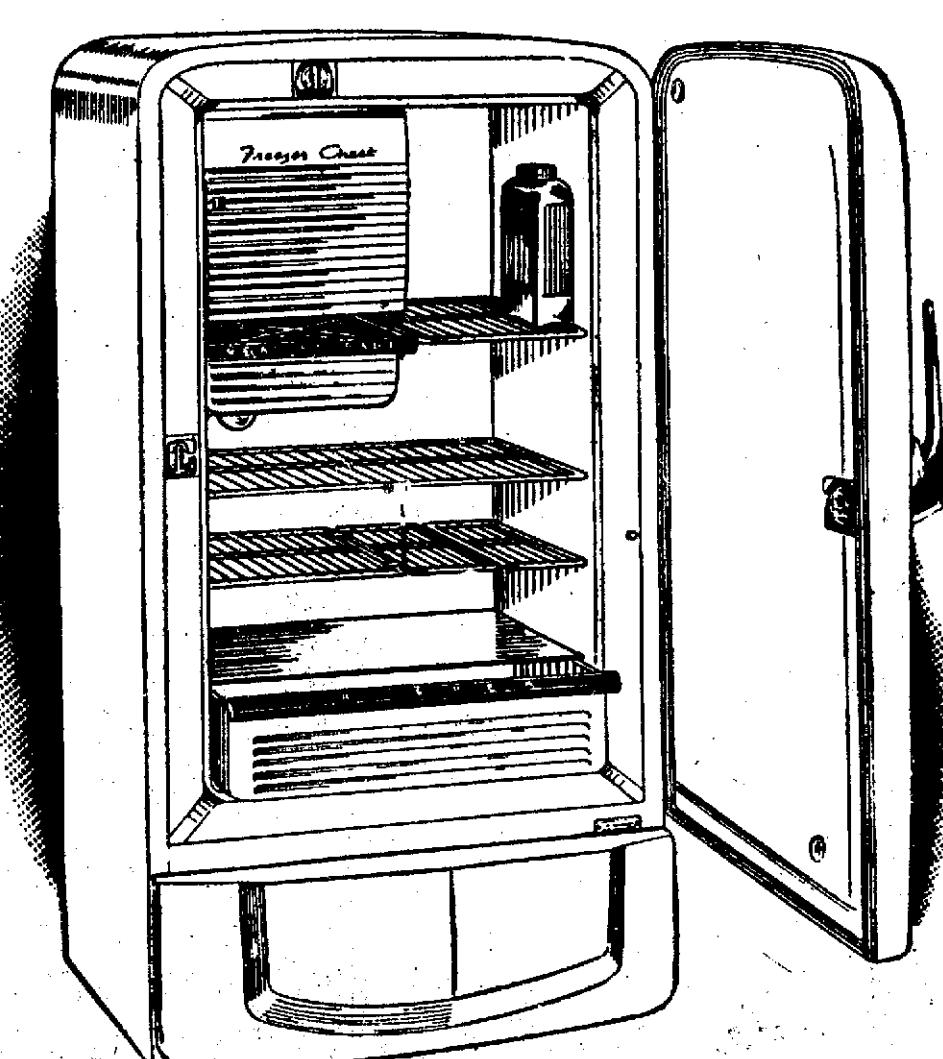


7.3 CU. FT. COLDSPOT
209.95

While limited
quantity lasts!

\$10 Down
Sears Easy Terms
Usual Carrying Charge

Every work-saving feature you want is here in this big Coldspot! Stainless steel freezer chest holds 27.1 pounds of frozen foods, 13.8 square feet of rust-resistant shelving, large meat storage drawer and full width crispier. Value!



Fine Watch
Repairing!

Our workmen are fully qualified to handle the delicate mechanism of your finest watch.

"Satisfaction guaranteed or your money back" SEARS

Open Monday and Friday 12:30 to 9:15
Other Days 9:30 to 5:30

AMERICAN AT FIFTH
PARK FREE PHONE 6-9721

Press-Telegram Southland Magazine